

sbs

SOUTHERN BUILDING SUPPLIES

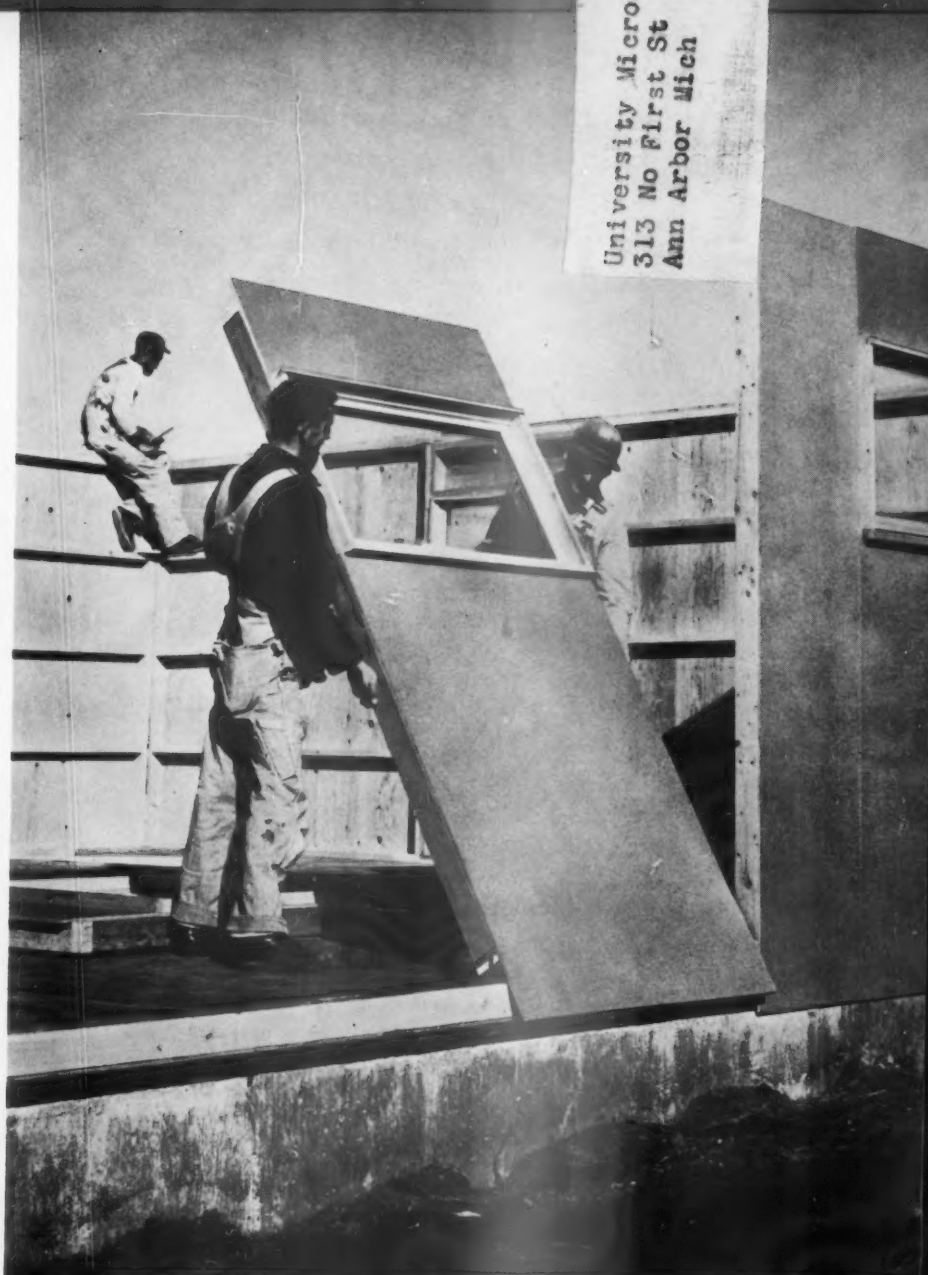
Serving dealers and wholesalers in 18 Southern and Southeastern States

Small Texas retailer
nourishes
home remodel market
page 33

Where one 'old dog'
successfully
adopted new tricks
page 35

Here's one sure way
to encourage
recreation room sales
page 37

Curing fork truck ills
page 44



Plywood components comprise research home . . . page 38

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...milled to high quality standards from famous Arkansas Soft Pine... thoroughly kiln-dried... accurately graded... properly grade-marked... delivered with efficiency and dispatch. Potlatch represents a dependable, practically unlimited source of supply for commons and uppers—dressed and worked to meet your every requirement.

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by Potlatch



**POTLATCH
FORESTS
INC.**

BRADLEY-SOUTHERN DIVISION
WARREN, ARKANSAS

Look To Potlatch

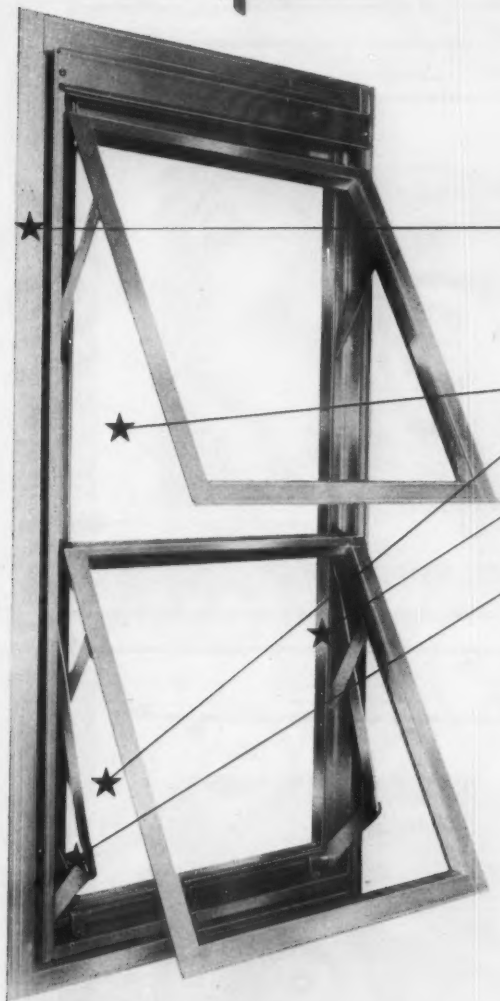


For *Everything* In Lumber

**New
and
Now!**

ualco

SERIES 95 INTEGRAL FIN ALUMINUM AWNING WINDOW



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- **INTEGRAL FIN TRIM** . . . No other anchoring or trim needed . . . fast, one-man installation
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- **ATTRACTIVE SIDING STOP** . . . Trim for outside of window . . . adapts to any construction
- **MODERATELY PRICED** . . . And Ualco Windows are highest quality

With only 12 window sizes to stock you can offer the complete selection of Residential Awning Windows . . . with Integral Fin trim . . . and Ualco quality. Write for prices.



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Modern Maid

FIRST AND ONLY DOUBLE OVEN GAS BUILT-IN

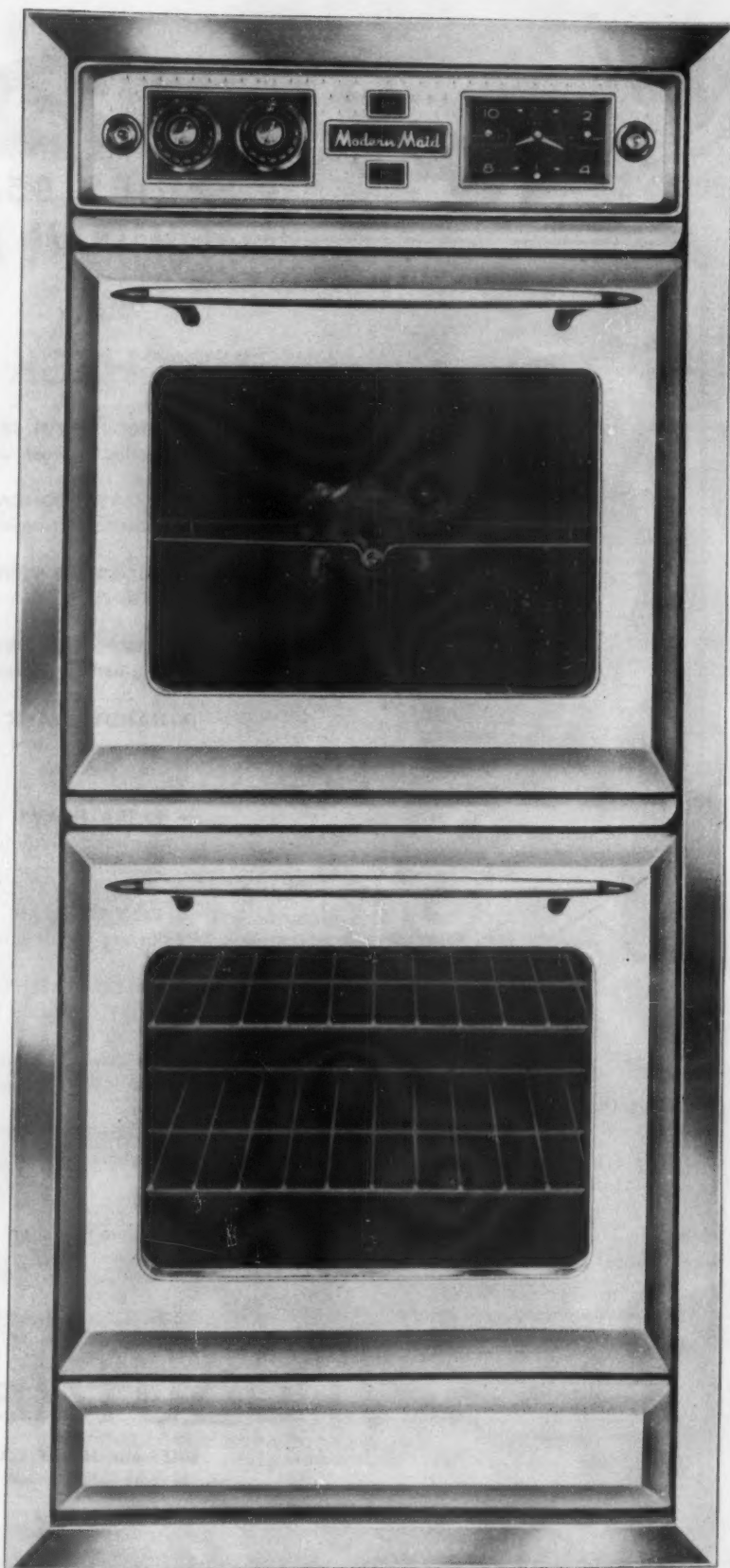
MODERN MAID scores two more firsts with the introduction of the double oven gas built-in and the amazing new "Infra-Ray" ceramic burner in a built-in oven★.

Upper oven has separate heat control for "Infra-Ray" ceramic burner containing thousands of tiny ports. The intense heat travels through rays directly to the food. Broiling, roasting, or barbecuing is unbelievably fast with penetrating 3-micron heat waves.

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★MODERN MAID also FIRST with "Super Thin" range tops only 3" deep which drop in above drawer space, FIRST with big 18" oven and no exposed gas vent.

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Spaces 868 Coliseum, 335 Hilton
TENNESSEE STOVE WORKS
Chattanooga 1, Tennessee



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January, 1960

Vol. 15 — No. 1

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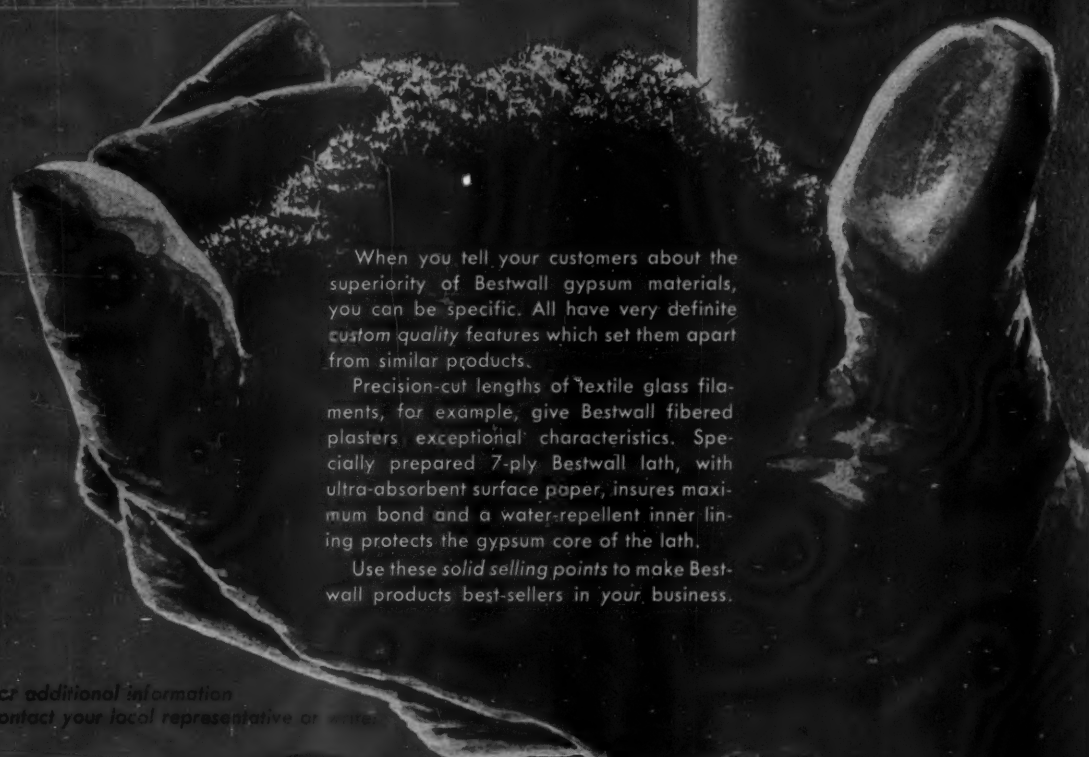
SOUTHERN FARM EQUIPMENT
ELECTRICAL SOUTH
TEXTILE INDUSTRIES

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BESTWALL GYPSUM LATH AND PLASTERS



When you tell your customers about the superiority of Bestwall gypsum materials, you can be specific. All have very definite custom quality features which set them apart from similar products.

Precision-cut lengths of textile glass filaments, for example, give Bestwall fibered plasters exceptional characteristics. Specially prepared 7-ply Bestwall lath, with ultra-absorbent surface paper, insures maximum bond and a water-repellent inner lining protects the gypsum core of the lath.

Use these solid selling points to make Bestwall products best-sellers in your business.

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YOUR BEST BUY IS

BESTWALL

BESTWALL GYPSUM COMPANY Ardmore, Pennsylvania

Plants and offices throughout the United States

NEW!

MODEL 50
Jayhawker 

ALL ALUMINUM SCREEN DOORS

FOR LASTING BEAUTY AND PERMANENCE

LOW PRICED Costs no more than common wood doors when you add their extra cost of hanging, painting and upkeep.

RUSTPROOF Aluminum wire screening will never rust or discolor in any weather.

NEVER WARP Frame has hidden non-sag braces built into all four corners.

RIGID Fully framed kick plate is multi-ribbed for extra strength and beauty.

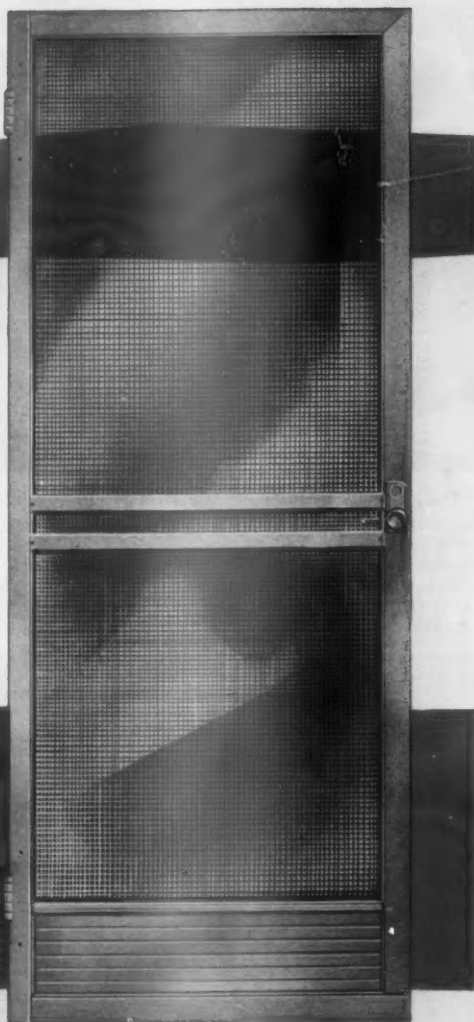
STURDY Concealed hinges have genuine Oilite never-squeak bushings.

TOP QUALITY Knob type latch; rustproof stainless steel screws.

EXPANDER Channels provide instant fit to any door opening. Patented hinges need no mortising to install.

DECORATIVE Grille (optional accessory) adds beauty and protects screening. Pneumatic closer also optional.

SUGGESTED
RETAIL \$16⁹⁵
WITH HARDWARE
(EXCEPT CLOSER)



Here is the door to more profits for you, more value to your customers — the new Jayhawker Model 50. It's the first all-aluminum screen door priced to compete fully with wood doors, installed and finished. The hardware and higher labor to fit, hang and paint a wood door add up to more than the Jayhawker's price. As for beauty, durability and sales appeal, there is just no comparison.

Quality was not sacrificed to cut the price. Jayhawker's low cost comes from advanced design and factory volume production. Contractors, home builders, rental managers and home owners — all offer bigger and more profitable markets to you, when you stock the Jayhawker "50." Dramatic display and merchandising helps do a great selling job for you. Send for the full story.

manufactured by

MODERN PRODUCTS
inc.
McPHERSON, KANSAS

MODERN PRODUCTS, INC., McPHERSON, KANSAS

Tell me about the Jayhawker Model 50 door. I am a
☐ Jobber ☐ Dealer. (If a dealer, please write name and address of your jobber in margin below yours.)

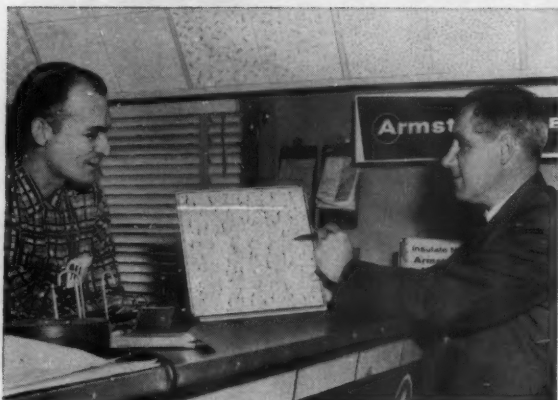
NAME _____

ADDRESS _____



"Our Armstrong wholesaler is vital to our ceilings profits"

says B. S. Peeler, Jr., Elmer Lumber Company, Kings Mountain, N. C.



"They got us to take on the Armstrong ceilings line. A year ago, we thought we were doing a big business in white tile. Then our wholesaler, Miller Millwork, got us to take on the complete line of Armstrong ceilings. Since then, our volume has increased 25%, and we've learned that offering a full range of patterns and prices is what makes volume grow in our design-conscious market.



"They showed us how to sell ceilings. You sell more ceilings when you display more ceiling designs. Miller Millwork helped us set up an Armstrong ceilings display that has paid us big returns. What's more, they spend a lot of time helping us to train our salesmen to upgrade sales. Their merchandising help has been essential to the success we've had selling a broad line of ceilings.



"They took over our inventory problems. Like most dealers, we don't have room to stock large quantities of every design in the Armstrong line. That's where Miller's help really makes a difference in our profits. We sell the whole Armstrong line without losing profit on slow turnover because Miller carries full back-up stocks for us. Our sales aren't held down by limited warehouse space.



"They give us fast reorder service. Because of this, we can stock reasonable quantities of the complete line rather than a large amount of just one or two designs and depend on Miller's stock to fill big orders. With Miller acting as our warehouse, our profit on inventory investment has increased 47%. We can only make that kind of money on ceilings by dealing with our Armstrong wholesaler."

The Armstrong Cork Company sincerely believes that the wholesaler is vital to the growth and prosperity of the lumber dealer. That is why Armstrong Building Products are sold only through established wholesalers. For the address of the one nearest you, write Armstrong Cork Company, 3901 Ramsey Avenue, Lancaster, Pennsylvania.

Armstrong BUILDING MATERIALS

Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings

1860-1960 Beginning our second century of progress

You and the law

By **ARTHUR L. H. STREET**
attorney at law

Lien Law Simplifies Supplier's Claim

Under Arkansas Mechanics' Lien Law, supplier of materials to building contractor for use on particular job need not comply with statutory provisions requiring notice to property owner about supplier's claim. The supplier, furthermore, need not file an account with the county circuit court within 90 days after last item of material was furnished, if suit to enforce lien is started within that 90-day period. So decided the Arkansas Supreme Court in the case of *Burks v. Sims* (821 S.W. 2d 767).

When Predecessor Becomes Competitor

THE PROBLEM: When one has sold a business, or an interest in one, under agreement not to re-engage in the same line in competition with buyer, and violates that agreement, buyer usually has a double right: (1) To sue for an injunction against violation; and (2) for damages resulting from wrongful competition. Can he first sue for an injunction, and after that suit is disposed of, bring suit for damages?

COURT'S ANSWER: No, decided the Arkansas Supreme Court in the case of *Olmstead v. Rosedale Building & Supply, Inc.* (313 S.W. 2d 235). In short, by failing to couple a claim for damages, which could be claimed in the injunction suit, right is waived.

Don't Assume Wife to Be Husband's Agent

It should never be assumed by a dealer, in selling materials for use in repairing or building on property owned by a married man or woman, that the other spouse is authorized to act as agent in contracting for purchase of materials. Nor does the mere fact that property is jointly owned make one agent for the other.


The fact that double signature was not secured was occasion for suit of National Collecting Service, Inc. v. Woodard (111 So. 2d 189), decided by the Louisiana Court of Appeals at Shreveport. It was only because plaintiff, as assignee of a claim by a dealer in building supplies, was able to prove that defendant husband actually authorized his wife to sign as agent for him, that husband was declared to be liable jointly with his wife.

Gist of the court's decision: In a suit by assignee of materialman against husband and wife, as owners of home and building contractor, to collect a balance due for materials sold by materialman to contractor for use in remodeling home, and for recognition of lien against home, evidence showed that husband was liable for materials, on ground that wife acted as his agent in signing contract for remodeling the home.

SOUTHERN

Metal

THRESHOLDS and WEATHERSTRIPS



Model A40
VP
with Vinyl
Inserts

Built
for long-
lasting
satisfaction

This modern
sweep-over type of
threshold is completely
water proof, protected at
all floor contact points with long
lasting vinyl inserts.
We manufacture 45 threshold
types. Send for new catalog—
57A.

New—Southern Latch Track



A750

A750 Aluminum 5" x 1/2" B750—Brass 5" x 1/2"

A new, effective latch track that will
fill the growing school building demand.

All Types of Bronze, Aluminum and Stainless Steel Weatherstrips

"Do it
Now" **Bronze
W/S**
12 coils in handy
dispenser with nails.



"Count on Southern"

SOUTHERN METAL PRODUCTS CORP.

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S B S SIGNIFICANT TRENDS

January, 1960

"ARE YOU GOING TO BUILD ON THE MOON?" was the straight-faced question asked a member of a group of 18 Russian construction engineers who recently visited offices of a leading Chicago architectural firm on a nationwide tour to study American construction methods. The straight-faced Russian answer: "As yet, I have no knowledge of the appointment of a director of lunar construction."

Engineers, three of whom were women, showed particular interest in use of such materials as aluminum and plastic in construction. When asked if the average Russian owns his own home, a spokesman quickly replied: "Nyet! We have something better. For our apartments, we pay the government only three per cent of our income." Pre-stressed concrete is most popular Russian construction material.

EACH DOLLAR INVESTED IN A BUILDING IN 1941 is now worth \$2.51, less physical depreciation of at least 20 per cent, according to F. W. Dodge Corp. This leaves \$2.01, a gain of \$1.01 on each dollar invested, or an annual average of 5.6 per cent.

Building materials prices average one per cent above a year ago, and are now 109 per cent higher than in 1941. This average is made up of local increases in each of 29 cost-sampling cities, ranging from 91 to 136 per cent.

FOR THE INITIAL TIME IN 25 YEARS OF OPERATION, the Federal Housing Administration has total assets exceeding a billion dollars. Emphasizing that FHA does not lend money, but insures mortgages and loans made by lending institutions, FHA Commissioner Julian H. Zimmerman recently reiterated that, under Section 203 Mutual Mortgage Insurance Program, home-owners who pay off their insured mortgages may be eligible for repayment of part or all of the insurance premiums they have paid to FHA.

"IDEAS FOR HOME BUILDERS AND LUMBERMEN" is title of a bang-up 24-page catalog which presents a broad range of time-saving forms for use in the home building field, including contracts, estimate forms, summaries, payroll, remodeling, etc. For free samples and prices, without obligation, write Yale Printing Co., 1134 North Flores, San Antonio 22, Texas.

HOW TO CONVERT PUBLIC DESIRE FOR BETTER HOUSING INTO ACTUAL DEMAND is the number one problem facing the homebuilding industry today, according to Armstrong Cork Treasurer Walter E. Hoadley, Jr. And a logical first step, he concludes, is more "trade-in" facilities to simplify transfer of homes between sellers and purchasers.

While outlook for '60 is for tight mortgage conditions to cause drop in home construction, no evidence exists of slackening in universal desire to improve quality of both new and older housing. Commented Hoadley: "... Rising incomes, increasing numbers of teenagers in families, more retired couples, and start of a new advance in marriage rate point to expanding need for more adequate housing."

Southern Building Supplies:

Striving to serve these Associations which serve building supply dealers throughout the South

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. ALpine 2-3195. President: Emanuel J. Vakakes, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. FR 5-8283. President: John Hammerschmidt, Harrison, Ark.

Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GARfield 9-2472. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnal Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GARden 2-3761. President: J. E. Griffin, Lake Wales, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: C. Price Berryman, Coffeyville, Kan.

Kentucky Retail Lumber Dealers Association — Marion National Bank Building, Lebanon, Ky. Executive Vice-President: Donald A. Campbell. Tel. 72. President: Robert B. Congleton, Lexington, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Executive Vice-President: R. Needham Ball. Tel. 2-4080. President: Arthur W. Foss Jr., Lafayette, La.

Lumbermen's Association of Texas — P. O. Box 5222, 25th and Lamar Blvd., Austin 31, Texas. Executive Vice-President: Gene Ebersole. Tel. GREENwood 2-1194. President: S. S. Forrest Jr., Lubbock, Texas.

Middle Atlantic Lumbermen's Association — 2 Penn Center Plaza, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENNypacker 5-5377.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Harry H. Lott, Winona, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N.W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 8-6757. President: Paul V. DeVille, Canton, Ohio.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Frank Carey Jr., Oklahoma City, Okla.

Southwestern Lumbermen's Association — 513 City National Bank Building, Kansas City 6, Mo. Executive Vice-President: G. Kenneth Milliken. Tel. Victor 2-2265. President: D. J. Fair, Sterling, Kans.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel.: 2-0185. President: H. Alpha Doak, Greeneville, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel.: EL 8-1749. President: Milton M. Maddux, Marshall, Va.

West Virginia Lumber and Builders Supply Dealers Association — Box 230, Upshur Bldg., Buckhannon, W. Va. State Secretary: Sherman West. Tel. 1414. President: L. Thomas Williams, Elkins, W. Va.



This way we get improved quality and a better price''

Only Rudiger-Lang Co. is equipped to offer you a screen program based on the advantages of automatic machine production. These include greater uniformity...better quality control...ample volume for seasonal peaks...and lower cost. Until you discuss your screen requirements with a Rudiger-Lang representative you won't know how greatly you can improve your present position. So write, wire or phone now.

Manufacturers of America's best selling window screens



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INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

Davis Becomes General Counsel For Southwestern

Jesse D. Davis — well-known Oklahoma lumberman, after 37 years' affiliation with Long-Bell Lumber Co. and three years with Tamko Asphalt Products, Inc. — has joined the Southwestern Lumbermen's Assn. as general counsel and director of industry relations.

"Plans have been under development for some time by Southwestern to assist members in marketing, with special emphasis on merchandising and advertising," said Ken Milliken, association executive vice-president. "Davis figures heavily in these plans because of his practical experience in areas which will greatly enhance the value of this service to the membership."

Davis also is expected to concentrate on promoting the association's long-range Intra-Industry Teamwork Program, a springboard to a vastly improved industry in the association's four-state area of Oklahoma, Kansas, Missouri, and Arkansas.

Davis will continue living in Joplin, Mo., but later will move to Tulsa, Okla., where he will carry on in the association field.

The association legislative work in Oklahoma will be further strengthened for each lumber dealer in the state. Davis will work closely with the legislature at the Oklahoma state capital. He is well qualified for such work, being licensed to practice law in Oklahoma, as well as in Missouri and



Jesse D. Davis

the United States Supreme Court.

Davis attended the University of Oklahoma and the University of Tulsa, graduating with a degree in business administration and law.

His industry work spans many years, and he has served two terms as a director of Southwestern Lumbermen's Assn.

Commented Milliken: "The officers of the Southwestern feel most fortunate in acquiring the services of a man with the experience, background, and industry stature of Davis."

Kitchen Specialists School Set for March 27-April 2

The fourth annual Training School for Kitchen Specialists will be conducted at Chicago, March 27 through April 2, at headquarters of the National Institute of Wood Kitchen Cabinets.

Courses will be offered in kitchen planning, perspective drawing, kitchen selling and related subjects. Leading authorities in the industry will serve as instructors.

Additional information is available on request from NIWKC headquarters, 75 Wacker Drive, Chicago 11, Ill.

Kudos to Mitchell, Ebersole

A dealer attendance-promotion contest, sponsored by the National Retail Lumber Dealers Assn. among its component state association executives, brought honors and "money-jingle" to two Dixie managing officers who successfully enticed award-winning numbers of their dealers-members into attending the NRLDA convention in Cleveland in November.

Third-place winner of \$500 was Executive Secretary Harris Mitchell of the Virginia Building Material Assn., while Executive Vice-President Gene Ebersole of the Lumbermen's Assn. of Texas tied for fourth-place and copped \$125.

As might be expected, first- and second-place awards of \$1,000 and \$750, respectively, went, in order, to managing officers of the Indiana and Ohio retail dealers associations.

Three prominent Cleveland advertising and press executives reviewed and scored promotional material prepared and distributed by participating managing officers during the contest period. Contestants were able to gain additional points based on final attendance tallies.

Dixie Building Costs Up 2%

The cost-to-build in 18 Southern states, including District of Columbia, has risen 2 per cent in the six-month period ending October 1, F. W. Dodge Corp. reported. Building materials prices average one per cent above a year ago, and are now 109 per cent higher than in 1941.

National Gypsum Completes Savannah Plant Expansion

National Gypsum Co. has announced completion of a major expansion of its plant in Savannah, Georgia, making it "the largest gypsum plant in the world."

National Board Chairman Melvin H. Baker said the expanded plant now has capacity to produce gypsum wallboard, lath, plaster, and other products for some 100,000 homes a year.

For starter boards, roof decking, sheathing and subflooring... recommend

ENGELMANN SPRUCE

one of the dependable, right-for-color woods of the **WESTERN PINE REGION**



ENGELMANN SPRUCE is a lightweight wood, straight of grain, non-resinous and fine textured. Thus, it handles, works and nails superbly—providing maximum on-the-job economy. Its high insulation value makes it ideal for roof decking, sheathing and subflooring.

Engelmann Spruce's sturdiness, resilience and comparative strength fit it for studding, joists, framing—and other residential and light commercial uses.

DEPENDABLE—Engelmann Spruce from the Western Pine Region is milled,

seasoned and graded to rigid standards. Association mills are ever improving and expanding their facilities to provide even more consistency and uniformity in the manufacture of the naturally fine woods of this region. You can recommend **ENGELMANN SPRUCE** with complete confidence.

RIGHT-FOR-COLOR—One idea can sell more paneling. Make your idea paneling of Engelmann Spruce finished in color. It's a custom touch recognized by readers of American Home and Better Homes & Gardens, where rooms



like the one above are appearing in full-color advertisements... rooms paneled in the right-for-color woods of the Western Pine Region.



Western Pine Association

member mills manufacture these woods to high standards of grading and measurement... grade stamped lumber is available in these species.

Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW



OZARK LUMBERMEN'S ASSN. has elected this contingent of members to 1960 officership. There are (l to r) John Hammerschmidt, Harrison, Ark., president; Harold Harter, Monett, Mo., vice-president; Everette Gloyd, Branson, Mo., director; and Don Jensen, Springfield, Mo., retiring secretary-treasurer. Newly-elected secretary-treasurer, Oren Harper of Springfield, was not present for picture. Group was elected at association's 27th annual convention in Springfield in November.

John Chase of Dallas Passes

John Sprague Chase, 61, Dallas, Texas, building materials leader and broker, died recently following a heart attack. A native of Kansas, Chase was president of the 31-year-old Chase Building Products, Inc.

John Crawford to Succeed LBMDA's R. Needham Ball

John J. Crawford, new appointee to the staff of the Louisiana Building Material Dealers Assn., Baton Rouge, has been recently designated for the association's executive vice-presidential post following retirement on March 31 of veteran R. Needham Ball, now rounding out more than 20 years service in that capacity.

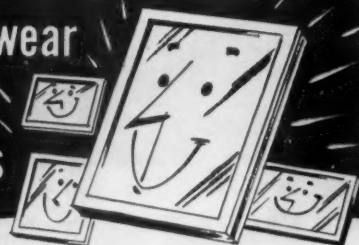
Crawford, secretary for the past

9½ years of the Deep South Farm Equipment Assn., served Louisiana and south Mississippi dealers. He attended the University of Tennessee, obtained a B.S. degree in commerce from Mississippi Southern College in 1948, and graduated in 1957 from Michigan State University's National Institute for Organization Management in East Lansing.

J-M Glass Authority Resigns

Randolph H. Barnard, nationally-known glass industrialist, has resigned as president of Johns-Manville Fiber Glass, Inc., Toledo, Ohio. Former Vice-President Francis H. May Jr. has succeeded Barnard, now serving J-M on a consultant basis.

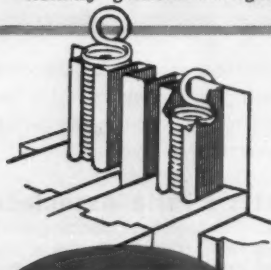
The Happiest Windows in all of Dixie wear
MASTER METAL
Weather Strips and Sash Balances



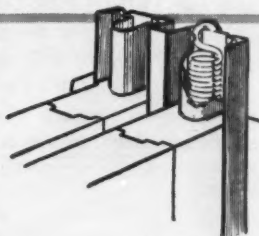
Quality and Profit-Conscious Dealers Insist on Selling MASTER!

MASTER... the original maker of the spring type sash balance... produces units that install faster and easier... operate more efficiently... resist weather and wear longer than any other. Unconditionally guaranteed against defects in material

and craftsmanship. A MASTER dealer also receives service second to none. All these selling points of advantage are yours... at the same price you pay for imitations. Write or phone for complete details on this quality, profitable line.



MASTER-MATIC is the deluxe model featuring construction quality beyond compare. It's made of heavier gauge metal than any other make. It's the ideal one piece combination model to cut window costs, greatly improve window quality.



MASTER-THRIFT is the perfect budget priced model one-piece economy unit for pre-fit windows. It offers all the built-in advantages of the proven Master line, plus it's efficient and easy to install.

MASTER
TRADE MARK

MASTER METAL STRIP SERVICE, INC.
1718 N. Kilbourn Ave., Chicago 39, Ill. Phone: CApitol 7-1940



CRA[®]

*dependable
partners*



**UNION LUMBER
COMPANY
REDWOOD**

TREE FARMERS & MANUFACTURERS

Fort Bragg, California

San Francisco • New York • Los Angeles • Park Ridge, Ill.



A PENDING MEXICO TRIP FOR TWO befalls M. R. Zimmerman, Zimmerman Lumber Co., Burlington, N. C., (and missus!) who came up with Kordite Corp.'s winning contest entry at the National Retail Lumber Dealers Assn. convention in Cleveland. At drawing, left, Mrs. Bob Blackstock, daughter-in-law of NRLDA's immediate past-president—H. W. Blackstock, presents winning item to Bill Schreck, product manager of Kordite's construction and farm division, for referral to Zimmermans. Senorita observing proceedings is a local Cleveland model, used by Kordite for "contest atmosphere."

NRLDA Convention Analysis Indicates Attending Dealers to Be 'Top Quality'

Paraphrasing a popular advertising slogan, the National Retail Lumber Dealers Assn. recently undertook to prove "You're in Good Company at the NRLDA Exposition."

Dealers who attended the 6th annual convention in Cleveland may be interested to learn that, as far as good company may be concerned, an attendance survey indicates they were among the "best."

Conducted for NRLDA by John T. Fosdick Associates, a New York firm specializing in trade show audience analysis, the survey revealed that the average dealer in attendance was higher "quality" than even the dealers themselves might suspect.

To begin with, 82% were top-bracket officials — presidents, vice-presidents, owners, and managers of their companies. Although most (62%) owned one-yard operations, the other 38% represented multiple yards, with an overall average better than three yards per dealer.

Exhibits Influence Stay

More than half the dealers (52%) remained through three or four days of the convention, and a large majority indicated that major factor influencing their attendance was the product exhibits and demonstrations. Fifty per cent of the dealers questioned buy, annually, more than a \$½-million in products and services for resale.

Proving that lumber and building material dealers are progres-

sive, forward-looking merchants, nearly 60% of those attending NRLDA indicated that they operated facilities that had been newly built or modernized during the past five years. One-third of those, whose stores or yards had not been modernized recently, plan to do so within the next two years.

Highly Diversified Group

As merchants, they are a highly diversified group, with nine out of 10 selling hardware, and almost as many selling paint. Nearly two-thirds sell power tools, and well over half sell appliances and metal specialties. More than one-fourth also carry plumbing, heating, and air conditioning equipment.

NLMA Appoints Goodney Regional Field Manager

Robert F. Goodney has been appointed regional manager of a new technical promotion field office opened by the National Lumber Manufacturers Assn. in Dallas, Texas. Office is located in the Exchange Bank Building.

Covering a seven-state area — Texas, Louisiana, Alabama, South Carolina, Florida, Georgia, and Mississippi — Goodney will work with builders, architects, engineers, and designers to encourage greater use of lumber and wood products in all classes of construction. He will also be available to advise church, school, and civic groups on the economies and other advantages of wood construction.

Southwestern Assn. Convention Promises More 'Action Appeal'

The 72nd annual convention and building products show — set for January 24-27 in Kansas City's Muehlebach Hotel and Municipal Auditorium — as never before, shows promise of being the most "action packed" meeting of its type in association history.

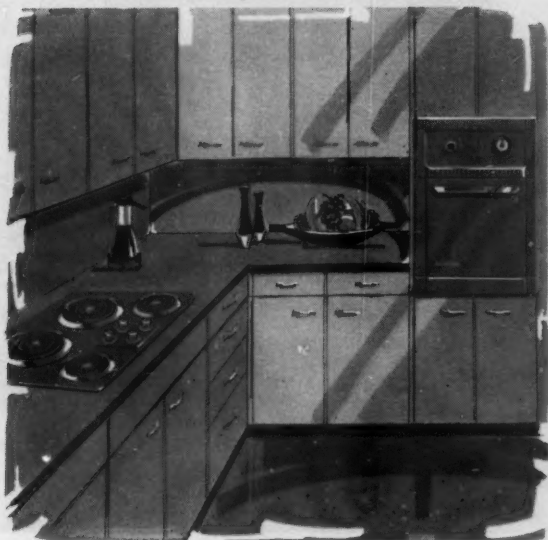
Commented Convention Committee Chairman James H. Wiseman of Searcy, Ark.: "The 1960 program, with accent on 'action,' guarantees topics of vital interest to retail dealers, mainly through medium of live demonstrations, profit huddles, and dramatizations."

The show officially opens at 12:00 Noon on Sunday, January 24, with dealers and key employees awarded the entire afternoon for uninterrupted booth visitation.

Convention high points this year are said to include:

1. "More Profit Through Cost Control," a materials handling program to show small dealers how it can pay to mechanize, on Tuesday, January 26.
2. "What Is the Distribution Problem in Our Industry" — a parody on a senate investigation, with all-lumbermen cast, on Monday, January 25.
3. Profit Huddles during business session, tackling such topics as "Mr. Dealer — Look in the Mirror," "Better Homes in Jig Time," "Managerial Wheelspinning," "How the Small Dealer Can Control the Sale Through Control of Land and Financing," and "New Products of the Future."
4. Special appearance by Guy Lombardo and His Royal Canadians, including an all-star cast of entertainers, on Monday night.

FOR \$10,000 HOMES



\$14,000 HOMES



\$18,000 HOMES



AND HOMES OVER \$20,000



suburban BUILT-IN RANGES

GAS OR ELECTRIC—BEST VALUE AT EVERY PRICE LEVEL

Regardless of the price home, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! *Plus*—models available in both *gas* and *electric* to fit same size cabinet opening—*interchangeable*. Get your value-packed price from your local distributor. Send coupon today!

Free Color Literature!

Samuel Stamping and Enameling Company
Dept. SB5-10, Chattanooga, Tennessee

Send me complete information and prices on
Suburban Built-in Ranges ☐ Gas ☐ Electric

Name _____

Address _____

City _____ State _____



DEALERS:

All over the country, as well as in the South, you have an opportunity to build sales and boost profits with Keywall. Tie in with this fast-selling, widely-accepted masonry reinforcement today.

LOUISIANA—The Moisant International Airport Terminal, New Orleans. Keywall used in alternate courses of all concrete block, structural clay facing tile and hollow building tile. Architects: Goldstein, Parham & Labouisse, New Orleans, and Benson & Riehl, New Orleans. General Contractor: J. A. Jones Co., Shreveport. Masonry Contractor: Dixie Construction Co., Birmingham, Ala.



the South turns to

KEYWALL

GALVANIZED MASONRY REINFORCEMENT



to get stronger reinforcement at lower cost

MISSISSIPPI—Choctaw County High School, Ackerman. Exterior and interior partition walls are reinforced with Keywall. One of the many Keywall jobs specified by Raymond Birchett, architect, Jackson. General Contractor: Perry Construction Co., Philadelphia, Mississippi.



MISSISSIPPI—Whisenton School, DeKalb. Keywall used in every third course of exterior and interior concrete block walls. Architect: Bill Archer, Meridian. General Contractor: B & M Construction Company, Meridian.



MISSISSIPPI—One of the fourteen apartment buildings being constructed for married students on the University of Mississippi campus, Oxford. The buildings are of concrete and masonry construction, reinforced throughout with Keywall. Architect: Thomas H. Johnston, Jr., Starkville. General Contractor: J. W. Rich Construction, Humbolt, Tenn.



All over the South, architects and builders are using Keywall masonry joint reinforcement in increasing numbers. Such unanimous approval of Keywall is typical of the entire country. You find this superior reinforcement on jobs everywhere, giving greater crack resistance and increased lateral strength at lower cost.

It will pay to use Keywall on your next job. Your masons will really like it. They'll use it right. For more complete information, write

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keywall • Keymesh* • Keycorner • Keystrip • Keydeck
Welded Wire Fabric • Nails



TENNESSEE—Pine Hill Community Center, built for the Memphis Park Commission. By reducing shrinkage cracks, Keywall gives longer life to the beauty of this building. Architects: Mann & Harrover, Memphis. General Contractor: W. F. Jameson Construction Co., Memphis.



MISSISSIPPI—The Northside Elementary School, Kosciusko. One of the many buildings designed by William I. Rosamond, architect, Columbus, on which Keywall was specified. General Contractor: Fenwick Brothers Construction Company, Kosciusko.

ALABAMA—Dill Hall, student dormitory, Troy State College, Troy. Keywall is adding greater crack resistance to this attractive building. Architect: Pearson, Tittle & Narrows, Montgomery. General Contractor: Henderson, Black & Greene, Troy.





'HATS ON' TO FHA CHIEF BY SOONERS — Oklahoma Lumbermen's Assn. officers recently joined with other Oklahoma City building industry brothers in tossing a congratulatory banquet, honoring Federal Housing Administration's 25th anniversary and its highest chief, FHA Commissioner Julian H. Zimmerman, on deck for the occasion. Principal banquet speakers were Zimmerman and Oklahoma Senator Mike Monroney, both of whom defined FHA as "one of the soundest and most beneficial pieces of legislation to the building industry, the public, and the taxpayer who has not had to pay a cent for its operation." During the evening, Zimmerman was presented with that white Cowboy Hall of Fame hat, the same type of hat earlier presented to 17 governors throughout the United States who dedicated the Oklahoma Cowboy Hall of Fame. State FHA Administrator J. O. Ferguson was given a gold-framed plaque, shown above, memorializing his leadership "in getting more homes with better materials and better construction for Oklahoma home-owners." At banquet festivities, above, are (front row, l to r) OLA President Frank Carey Jr. of Oklahoma City, and Fred Templeman of Enid, immediate past-president of OLA. In back row are (l to r) J. O. Ferguson, Director FHA, western Oklahoma; "behatted" FHA Commissioner Zimmerman, and Senator Monroney.

FHA Stipulates April 1 Deadline For Grade-Mark

Defined as "a further step to protect home buyers and to assure quality in homes," the Federal Housing Administration, effective April 1, will require grade-marking of all board and framing lumber used in housing built under FHA inspection. Grade-marking, at present, already is mandatory in 12 of FHA's 75 insuring offices.

According to FHA, grade-marking must be done under supervision of:

- (1) The manufacturers' association responsible for grading standards for the species involved, or
- (2) An independent inspection agency recognized by FHA and the American Lumber Standards Committee, Washington, D. C., to grade the species.

Federal Housing Commissioner Julian H. Zimmerman specified the April 1 deadline as one which "should give lumber retailers ample time to replenish unmarked framing lumber with grade-marked lumber, and give mills an opportunity to set up facilities for grading."

NLMA Endorses Costly 10-Year Plan To Beat Competitors in Market Race

A multi-million-dollar program over the next ten years, designed to put wood ahead of its competitors in the race for new markets of the 'Sixties, essentially was endorsed by the National Lumber Manufacturers Assn. at its annual session in Washington, D. C. recently.

Under direction of the VanSant-Dugdale advertising agency of Baltimore, Md., the program calls for new or expanded marketing activity by the lumber industry in five broad areas:

1. An enlarged technical promotion field activity "to assure that all builder and dealer personnel, all architects and engineers, all school and community leaders are completely up-to-date on the latest advances in wood technology."

2. A progressive industry program of product and market research to find new ways of building with wood and new products utilizing wood.

3. The development and total industry use of a special "salesmark" to certify the quality of wood products manufactured by subscribers to the program.

4. A powerful all-media advertising program — including use of network television and top consumer and trade magazines — to create greater public awareness of wood attributes and qualities — these to be associated with the proposed industry "salesmark."

5. A complete merchandising and product publicity program to tie all activities together and carry wood's "story" to builders, wholesalers, and retailers.



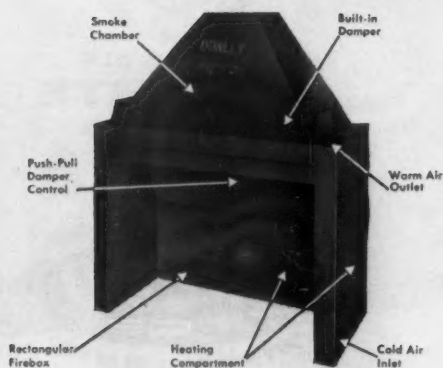
INDIVIDUAL EFFORT ALONE during 1960 will determine building supply wholesalers' progress and profits in opinion of J. W. Zuber of Atlanta, Ga., president of the Southern Sash & Door Jobbers Assn., shown above while addressing SSDJA's annual fall meeting at Houston, Texas, in November. Zuber advised members "to approach problems as challenges, rather than as burdens," and reiterated importance of sales training, promotion, and better advertising. SSDJA voted to hold its 1960 spring meeting in Memphis, June 13-14, and its fall session at the Greenbrier, White Sulphur Springs, W. Va., November 13-15.

Sell charming fireplaces . . . plus warm air comfort . . .

at a **NEW LOW COST!**



with the new
HEATSAVER SPECIAL
FIREPLACE UNITS



. . . not just a fireplace, but a Donley Heatsaver Special Fireplace! There's a difference! This new Donley unit provides all the satisfaction of a gracious fireplace plus the comfort of circulating warm air. Operating on the same principle as the warm air furnace, the Heatsaver Special utilizes heat normally wasted up the chimney to generate extra heat in air compartments surrounding the firebox. It is recommended for heating homes, cabins, lodges, occasional rooms — serves as an emergency heating unit when utilities fail! Design and sales features that appeal to all members of the building team include exclusive rectangular firebox for maximum heating efficiency . . . complete mantel design freedom . . . built-in damper . . . smoke-free operating design . . . shipped completely assembled ready for easy installation . . . *all at a low initial cost!* Write today for complete information.

8772-DB

Donley
 BROTHERS



THE DONLEY BROTHERS COMPANY

13905 Miles Avenue • Cleveland 5, Ohio

Please send me complete information about the new low-cost Heatsaver Special Fireplace Unit.

NAME

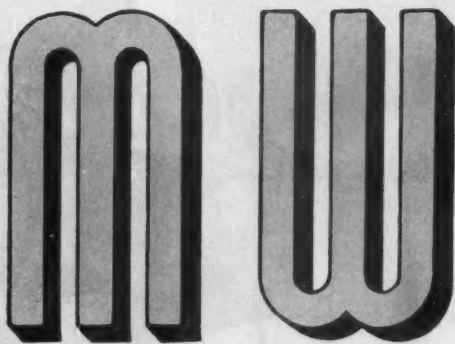
COMPANY

STREET

CITY ZONE STATE

**emblems of
wood window values**

from

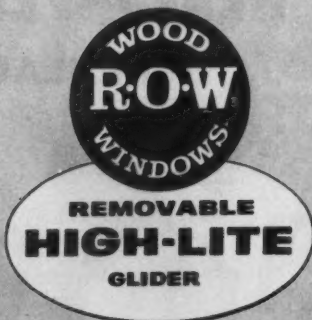


Choose your windows from MW's full line
of quality wood units. Our selection of beautiful
styles and low price ranges are sure to
please. We also distribute a wide variety
of building materials and supplies.

Manufactured by

MW DISTRIBUTORS • Rocky Mount, Virginia

See your favorite Building Materials Dealer



"Our new DURETHENE® film display rack keeps the product in front of the customer—instead of behind the counter!"

says Mr. Lonnie C. Gates, Mgr.
Forcum-Lannom Lumber Co.
Dyersburg, Tennessee



"Koppers clever idea of displaying small packages of DURETHENE polyethylene film on an attractive floor rack has opened a potential home, farm, and small contractor market for us," says Mr. Gates. "This rack carries a strong selling message, because it shows our customers where to use DURETHENE film. In addition, it also stimulates heavy impulse buying among do-it-your-selves."

"However, our heavy polyethylene film sales are from large contractors who use it as a permanent moisture barrier. For instance, we supplied one contractor with two-to-three million square feet of polyethylene film for a single housing project. You see, DURETHENE film is an excellent moisture barrier. It prevents moisture penetration and stops flooring from warping and swelling. Most of our sales are in roll forms of varying widths and in 100 foot lengths. Incidentally, we stock both 4 mil and 6 mil film."

You can attract more sales from builders, contractors and architects by handling popular FHA-approved DURETHENE film. Remember, as a DURETHENE distributor or dealer, you will get the benefits of our national advertising campaign in business, building and consumer publications, plus a FREE, hard-selling promotion kit containing newspaper mats, eye-catching window banners, national ad reprints and news releases. Fill in the coupon and we will send you complete information at once. We will gladly supply the name of the local DURETHENE distributor to interested dealers.

Durethene.
POLYETHYLENE FILM



Koppers Company, Inc.
Plastics Division, Dept. 585-10
Pittsburgh 19, Pennsylvania

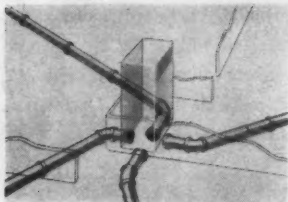
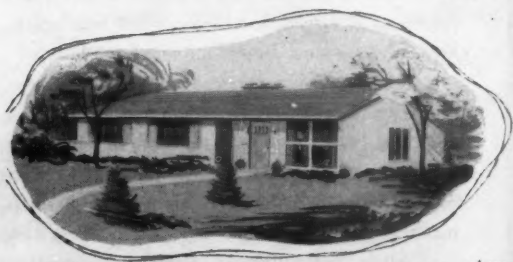
- ☐ Please have a Koppers representative call on me.
☐ Please send me additional information on DURETHENE polyethylene film.

Name.....
Firm.....
Address.....
City..... Zone..... State.....

new factory-made compression joints...



*Keep installation costs down
...roots out!*



Clay Pipe is the best material available for heating and air-conditioning ducts in basement-less homes. It does not collect soot and is odorless, dustless, vermin and rodent-proof.

Famous OCONEE Clay Pipe now comes equipped with research-developed, compression joints that speed up installation . . . cut your costs . . . and stop roots! No longer is it necessary to buy and prepare jointing materials. No collaring, mortaring, or hot-pouring . . . yet tighter, longer-lasting joints seal in seconds. And with new longer lengths there is less pipe to handle, fewer joints to make . . . even fewer spots for roots to attack! Installation is literally a one-man job. And remember—Vitrified Clay does not rust, rot, corrode, or disintegrate. It's the only pipe with *all* the features you can trust! Write OCONEE for full particulars.

O CONEE
CLAY PRODUCTS CO.

Milledgeville, Ga.

NEW WEDGE-LOCK

NEW WEDGE-LOCK



FEATURE TO DEMONSTRATE In new Truscon Series 500 Aluminum Awning Window is top vent that moves down and out, away from frame, leaves space to reach through for washing from inside. That's a big appeal to the mass housing buyer. This window is loaded with features usually found only in the higher priced merchandise. Sturdy, substantial operators. Beautifully finished. Mass production keeps price low.



SLIP-OUT SASH is feature of new Truscon Aluminum Horizontal Sliding Window, Series 700. Ideal for low-cost contemporaries. Nothing flimsy about it. It's rugged. And, it's graceful. Glides easily, weathers wonderfully. It's a window you'll be proud to stock, demonstrate and sell. And, that low price tag sells it fast.

LOW COST PRODUCTS FOR BIG VOLUME SALES

Truscon offers you the products that will help your builder customers go after and sell the lower cost, big volume market. These are products that help builders provide the best possible house and still keep costs down.

When you sell Truscon, you're selling aluminum windows at prices builders can live with, with quality they can point to. Windows with features you can demonstrate. Build to the needs of the low cost market. Truscon warehouses back up your stocks so you can deliver.

Steel doors and frames, too, that install in 15 minutes...complete. Easy to stock, easy to sell. Send coupon for more facts.

See Truscon's new line of economy windows
N.A.H.B. SHOW, BOOTHS 5-6-7
CONRAD HILTON HOTEL, JANUARY 17-21



REPUBLIC STEEL
TRUSCON DIVISION

Youngstown 1, Ohio



NAMES YOU CAN BUILD ON

REPUBLIC STEEL CORPORATION
TRUSCON DIVISION

Dept. C-8767-D

1050 ALBERT STREET • YOUNGSTOWN 1, OHIO

I'm interested in an aluminum window line. Send facts.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

**METALANE HELPS
SELL MORE QUALITY
WINDOW UNITS
MORE PROFITABLY**



More MetaLane weatherstrip is installed on more window and exterior door units than all other brands for 4 reasons:

1. It improves the functioning, durability and quality of even the finest windows. It never loses its weathertightness, never corrodes, stains millwork or masonry, never causes windows to stick and bind.
2. It gives builders the prestige of a quality name they seek for sales advantage; evidence to prospects of top value construction.
3. It saves money for home owners in heating, cooling, redecoration; keeps their home cleaner, more comfortable; never needs replacement.
4. Order window and exterior door units equipped with MetaLane® weatherstrip. It makes *your* selling job easier, more profitable —helps you get a larger share of the market.

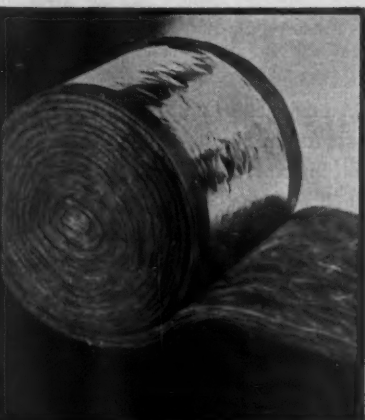
MONARCH METALANE WEATHERSTRIP

Made from ANODIZED ALUMINUM

MONARCH METAL WEATHERSTRIP CORP.
6343 ETZEL AVENUE • ST. LOUIS 14, MO.



Boost insulation volume with ZONOLITE'S BIG 3



Only Zonolite gives you this triple-threat profit-boosting opportunity!

ZONOLITE is the insulation name your customers know best. For that reason, Zonolite sales are easier to make, Zonolite profits easier to come by. What makes it better yet...you can satisfy more different kinds of insulating needs, because Zonolite alone can supply all three types of insulation. One type frequently helps sell one of the others, too.

1. Zonolite Water-Repellent Masonry Fill Insulation...

The new way to insulate block and cavity walls. Cuts heat transfer 50%...air conditioning costs by 25%. Pours freely from bags, fills around reinforcing and other obstructions...won't sag or ball up...no uninsulated voids. Really water-repellent, actually sheds water. Saves time and money over other methods. An easy "add-on" for every masonry building in your area.

2. Zonolite Vermiculite Insulating Fill...Easiest of all

to install. Pours easily between ceiling joists...all done in an afternoon or less with no fancy installation costs. It's 100% fireproof, rotproof and rodentproof...won't sag or "go flat"...guaranteed for the life of the building. Vigorous national promotions and dynamic sales tools build volume for you.

3. Zonolite Glass Fiber Blanket Insulation... Aluminum-faced blanket of springy, superfine glass fibers combines insulation and vapor barrier. Clean, light, odorless, non-irritating. Won't rot, sag or pack. Stores in one-fourth the usual space. Various thicknesses and widths meet all needs. Convenient "Z-tab" makes installation easy.

There you have it...3 of the very best reasons to get behind Zonolite insulating products. For specific information about these easy-to-sell products...

Mail coupon today to

ZONOLITE COMPANY

Dept. SB5-10, 135 South La Salle St., Chicago 3, Ill.

ZONOLITE COMPANY... Dept. SB5-10
135 S. La Salle St., Chicago 3, Illinois

Send me full information on items checked...

- ☐ Zonolite Water-Repellent Masonry Fill Insulation
☐ Zonolite Vermiculite Insulating Fill
☐ Zonolite Glass Fiber Blanket Insulation

Name

Company

Address

City Zone State



YOURS AT COST—choose from 2 compact Wood Finishes Centers with built-in sales-boosting Selector Guide of real wood samples that show your customers the exact results they'll get when they use Weldwood Wood Finishes.

"This 58% profit package is too good to overlook"

... SAYS ARTHUR GODFREY

NEW WELDWOOD WOOD FINISHES CENTERS—PROMOTED BY WELDWOOD'S "BIGGEST EVER" AD CAMPAIGN—GIVE YOU A \$111.26 PROFIT ON A \$78.86 INVESTMENT IN MERCHANDISE.

"This is where I'm telling my listeners to look when they need quality wood finishes. These new Wood Finishes Centers (they come in two styles to suit your store's needs) put all the famous, fast-selling Weldwood® Wood Finishes in one handy, self-service location. And don't overlook the wonderful introductory deal the Weldwood folks are offering you—with a full 58% profit!"

Get in on this profit-building deal now. Contact your jobber, Weldwood representative, or write:

WELDWOOD WOOD FINISHES

DEPT. SBS 1-60, UNITED STATES PLYWOOD, 55 WEST 44th ST., N. Y. 36, N. Y.

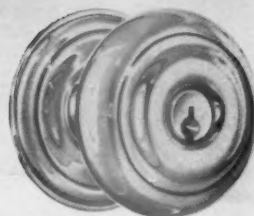
FIRZITE® • SATINLAC® • SATINLAC LIGHTENER • WOOD PRESERVATIVE • EXTERIOR STAINS • PASTE WAXES

NEW FROM SCHLAGE

Colonial and Georgian
lock designs in the
traditional manner

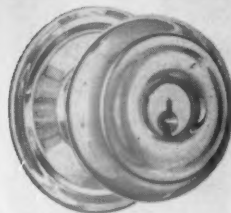


SONATA DOOR BY SIMPSON



COLONIAL DESIGN

Use: Custom entranceways
Trim: For heavy-duty CD locks
Construction: Cast
Finish: Brass and bronze
Rose: 2-9/16" diam.
Projection: 2-1/2"



GEORGIAN DESIGN

Use: Exterior and interior locking
Trim: For standard-duty A locks
Construction: Wrought
Finish: Brass, bronze and aluminum
Rose: 2-9/16" diam.
Projection: 2"

In building and decorating today there is a strong trend towards a new elegance.

In response to this trend, Schlage has created the new traditional Colonial and Georgian designs. They will strengthen your line and open the way for new sales to progressive customers. Get the details from your Schlage representative or write P.O. Box 3324, San Francisco 19, California.

SCHLAGE®

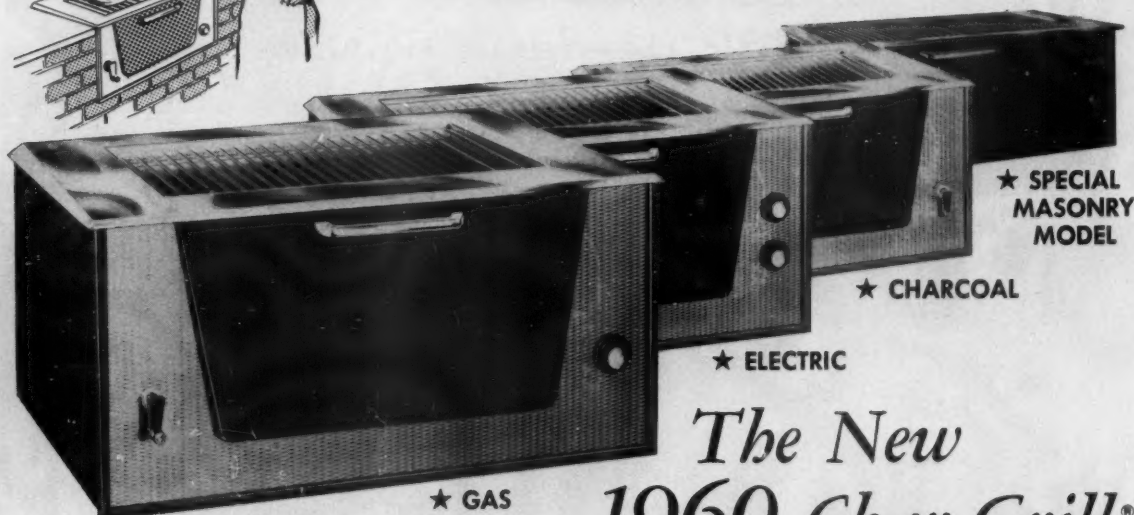
CYLINDRICAL LOCKS

Schlage Lock Company Display Rooms in
San Francisco—2201 Bayshore Chicago—Merchandise Mart
Los Angeles—3467 W. 8th St. New York—Empire State Bldg.
Vancouver, B.C.—1290 Marine Drive

Majestic® does it again —



cooks up another line
of **BIG PROFIT** built-ins!



★ SPECIAL
MASONRY
MODEL

★ CHARCOAL

★ ELECTRIC

★ GAS

The New 1960 Char-Grill®

complete line of barbecue grilles and accessories

Working for YOU —



Pre-Selling customers in
8 big consumer magazines:

LIVING FOR YOUNG HOMEMAKERS •
HOUSE BEAUTIFUL • HOUSE & GARDEN
• HOUSE BEAUTIFUL BUILDING MANUAL
• HOUSE & GARDEN'S BOOK OF BUILD-
ING • BETTER HOMES & GARDENS
KITCHEN IDEAS • HOME MODERNIZING
• SMALL HOMES GUIDE



Gas model approved by the American
Gas Association. Electric model listed
by Underwriters Laboratories.

Already a selling sensation — now
with added sales impact! The new
Majestic Char-Grill line has *new*
styling, new models, new "unitized"
design for easy installing and *new*
operating features.

This enlarged line will mean more
sales and greater profits for aggres-
sive kitchen planners and merchan-
disers. What's more, it will sell
additional installations for recrea-
tion rooms and patios!

Majestic Char-Grill units install
in wood or metal cabinets or ma-
sonry — indoors or outdoors. Specially
designed vent-hoods, in four
different finishes, are deep, large and
high in volume for adequately vent-
ing any indoor cooking area.

Send for full-line literature!

4 WAYS NEW for 1960!

1. **New STYLING** — Striking new
expanded metal front, new Deep-
tone grey enamel finish, new han-
dles, controls. A whole new look!
2. **New MODELS** featuring new
twin-element electric model for
"personalized" cooking. Also new
adaptations of charcoal and gas.
3. **New "UNITIZED" DESIGN** with
all insulation built into one integral
unit. No extra installation kit
required. Easy to build in. Saves
extra measuring.
4. **New OPERATING FEATURES** —
Tilt-top grille reduces flame-ups
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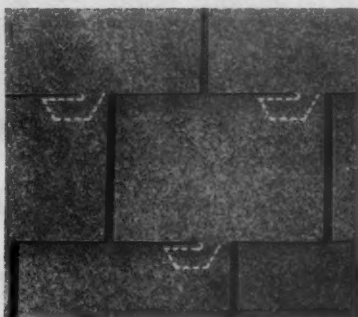
The **Majestic®** Co., Inc. 414 Erie St., Huntington, Indiana



STAY ON TOP WITH RUBEROID ROOFING



RUBEROID SELF-SEALING ASPHALT SHINGLES put the sun to work for you. The sun's heat bonds each shingle to the one beneath. No leaks. No trapped moisture. Written wind warranty. Unique features save application costs.



RUBEROID LOK-TAB ASPHALT SHINGLES give you a big edge over competition. They're easy to apply and almost impossible to blow off. Concealed tabs lock each shingle in place. A written wind warranty helps you sell.



RUBEROID TITE-ONS interlock into a continuous one-piece roof the strongest wind won't budge. The handsome basket-weave pattern is ideal for new roofs, or can be applied right over old roofs. Goes up in no time at all. Written wind warranty.

*For more information see your Ruberoid representative or write:
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HELPS YOU BUILD...BUSINESS!



Want a window to arouse any builder's interest?

Sell Andersen Beauty-Line Windows

Reason? Because Andersen Beauty-Line Windows are handsomely, but conservatively, detailed. They are crafted in warm wood. They look rich, right and modern in any setting, and builders like the price.

Andersen Beauty-Lines provide a handsome combination of fixed and ventilating sash. Builders may use them singly, matched with Andersen Flexivents® or butted together in such fashion that they form a spectacular WINDOWALL. Some have successfully achieved a picture window and casement flanker by using them on their sides.

There are many sizes of Beauty-Lines to choose from. In your stock. Or quickly available from your distributor. Real beauty, outstanding quality, at a price many builders consider surprisingly low. Another reason why so many architects and builders choose Andersen Beauty-Lines. Reason why so many dealers profit from them, year after year.

For complete details on Andersen Beauty-Lines and all the other nationally famous Andersen Windows, see your jobber (listed on opposite page). Or write: Andersen Corporation, Bayport, Minnesota.



Quickly available from complete stocks of these distributors:

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Rounds & Porter Co.
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Davidson Sash & Door Co.
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Baton Rouge

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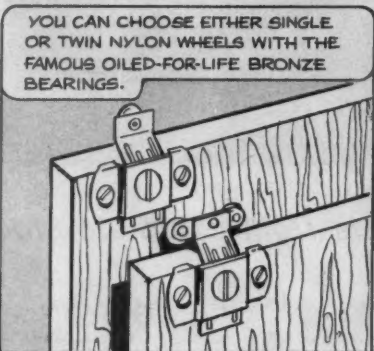
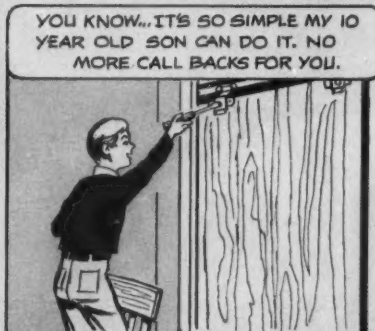
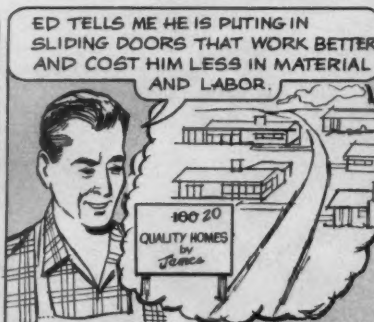
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SOUTHERN BUILDING SUPPLIES

January, 1960

By Ruel McDaniel

Home improvement and remodeling volume amounts to about 50 per cent of total annual business done by Devine Lumber Co., Devine, Texas, according to John B. Williams, manager. Its total remodeling business averages around \$50,000 a year.

Devine is a ranching-farming community of about 2,500 population. "Our experience indicates," Williams pointed out, "that the average small town lumber and building supply merchant is passing up a major business opportunity when he fails to capitalize on natural demand, everywhere, for home improvements and modernization. Particularly, he is failing to utilize long-term credit available through FHA Title I loans."

Williams' view is even more significant, considering that his company did practically no home improvement volume until three years ago. "At that time, we awoke to the opportunity available through promoting business on the basis of Title I loans," he explained.

Once the company realized the

Hard-to-miss painted schedule board, at top, prominently spells out credit terms for Devine Lumber's home improvement loans and lets customers figure their own costs when contemplating home improvements. Company delivery truck, below, also plays feature role in publicizing firm's remodeling loans.



NO DOWN PAYMENT 36 MONTHS TO PAY

AMOUNT BORROWED	AMOUNT YOU PAY BACK	MONTHLY PAYMENT
\$200.00	\$231.45	\$6.43
\$300.00	\$347.17	\$9.65
\$500.00	\$578.62	\$16.08
\$1000.00	\$1157.25	\$32.15

1-800-
HOUSE &
GARDEN



volume to be had through pushing home improvement jobs, it set up a definite and continuous promotion program.

"Since getting our promotion under way and seeing its effectiveness," Williams explained, "we do not allow the public to forget home improvements — and how they can enjoy them, on credit, by doing business with us."

Talking with numerous people early in their promotion, Devine Lumber learned that a great many home owners did not know that they could have home improve-

ments on credit, with low term — low interest payments. Such easy financing forms the basis of much of the company's home improvement promotion.

Devine's program consists basically of three facets: in-store promotion, suggestion, and selling; consistent advertising; and outside personal contacts.

A practical and highly effective feature of in-store selling is a painted bulletin board, featuring credit terms for home improvement loans, which hangs across a partition section between the sales

Capitalizing on a "natural demand" created

A \$50,000 Remodel Market In This Small Texas Town

PAY NOTHING DOWN!

Enjoy improvements now...

Pay by the month!



Does your kitchen need rearranging, or more storage cabinets? Whatever your needs, we can do the job NOW on easy monthly payments.

Remodel kitchen, monthly payments as low as... \$16.98

You can enjoy more comfort, a better appearance for your home, while you pay for improvements under the liberal terms provided through our Budget Buying Plan. Do the complete job and pay the easy way—out of income and on terms to suit your convenience. Why wait until you can pay in a lump sum? The longer you put off needed repairs, the more expensive they become.



A modernized bathroom, or the creation of more space for another one. Don't put up with inconvenience for lack of ready cash.

Bathroom modernized, monthly payments approximately... \$12.99

MAKE YOUR HOME A BETTER PLACE IN WHICH TO LIVE



What does your living room need? More space, more windows, a built-in book case, a new doorway, new plastering? Get the work done now and pay on easy terms.

Living room modernized, per month about... \$7.27



Get the year-round comfort that proper insulation brings. Keep the house cooler in summer, warmer in winter. There is no need to delay until you have accumulated the cash. Fuel savings will help to cover the small monthly payments.

Attic and eave insulation, per month about... \$15.95



Masonry work, new sidewalks, retaining walls, a concrete basement or a new driveway? We will gladly arrange both the work and budget payments.

Some sidewalks put in for as low per month as... \$1.36

If the roof looks weather-beaten, it spoils the appearance of the whole house. And, of course, if the roof has seen its best days, it is real economy to replace it before leaks develop.

A new roof costs as little per month as... \$10.28



You buy your car on terms and you can get a garage the same way. Or, if your present garage needs enlarging, or you would like to install a different type of door, remember—there is no cash down payment required.

A new garage as low per month as... \$15.97



There is nothing like a gleaming hardwood floor to set off the interior beauty of your home. Long wearing, splinter-proof, easy to keep clean, and—easy to buy!

Hardwood floors for as little per month as... \$5.14



SEE US FOR COMPLETE INFORMATION ON BUDGET PAYMENTS

This "typical cost" information comprises Devine Lumber's most-frequently-used direct-mail piece.

floor and the rear office.

The board is divided into three perpendicular sections, with a heading above each. The first is headed "Amount Borrowed," listing several typical loans from \$200 to \$1,000. Next column gives, according to the heading, "Amount You Pay Back"; the third, "Monthly Payments."

Thus, by checking this table, a prospect may quickly figure his own cost when contemplating home improvements. He sees the amount of interest charged and the amount he must pay each month.

This board has sold numerous remodeling jobs, Williams said. Recently, for example, a woman customer bought a pint of varnish and a paint brush. While her purchase was being written up, she glanced at the board.

"I didn't know you did home improvements on credit," she commented. After studying the board a moment she said to Williams, "Could we have a new roof on our home — with that kind of credit?" Late that afternoon Williams went to her home to talk with her and her husband about the new roof. He checked the proposed job, gave an estimate, and signed a contract not only for a

new roof, but for a remodeling job on the kitchen as well.

Several signs promoting "Operation Home Improvement" hang on the store walls, as reminders that the company is featuring home remodeling.

Direct-Mail Folder

As a combination direct-mail piece and for distribution to customers who come to the store for other merchandise, the company has printed a six-page folder which is doing an excellent job of promoting home improvements, Williams declares.

The cover of the small folder carries a sketch of a pensive young woman with the heading, "Would You Like to Make Your Home More Livable." A reverse-type line across the bottom reads, "Enjoy Improvements Now . . . Here's How."

Back page in large type stresses "No Cash Down . . . Pay by the Month," with a slogan, "We Recommend the Easy Way to Pay."

Three of the four inside pages feature specific, typical home repair and improvement jobs, plus the amount of the monthly payments.

A typical excerpt reads, "You buy your car on terms and you

can get a garage the same way. Or, if your present garage needs enlarging, or you would like to install a different type of door, remember — there is no cash down payment required. . . . A new garage as low as \$15.97 per month.

Another statement features insulation, another is on hardwood floors, and still another describes a modernized bathroom.

Their folders go out with all monthly statements, as well as to names on other direct-mail lists.

To further publicize home modernization through regular mail channels, Devine has printed across the top of all monthly statements in conspicuous type — "Home Improvement Loans — No Down Payment."

The company runs an advertisement featuring home improvements every other week in the local weekly paper. An occasional piece of copy carries the same loan-interest-monthly payment tabulation that appears on the inside wall of the store.

Stresses Outside Selling

Finally, the company consistently relies on outside selling to close home improvement deals. Because

(Continued on page 97)

Despite that ancient proverb to the contrary —

'Old Dog' Successfully Adopts New Tricks

By Bill Abbott

A modern, attractively landscaped establishment in Hinesville, Ga., symbolizes changing times in the lumber and building supply business.

Brightly lighted and easily mistaken at night for a new motel, it also signifies what can be done in small Southern towns to meet changes by updating methods.

Appropriately, too, Fraser Supply Co. is at the outer edge of a new residential area that has pushed away from the courthouse square into the pine forests of the country. In a very few years, it is a foregone conclusion that there will be homes and businesses far beyond it. Even now, it is regarded as the nucleus of a future shopping center.

For nearly 30 years Fraser's parent concern, Fraser Lumber Co., has been in a much more remote location in much less appealing surroundings. No thought was given then to such things as a hard surfaced parking area, or a 50-foot glass-fronted showroom.



New home of Fraser Supply Co. of Hinesville, Ga., is designed for convenience and pleasure of modern building supplies customer. Lawn and flowers along front attract women-buyers.

It was just a "lumber yard." Women rarely went there. It had no flowers along the front, no well-kept lawn. Showroom lights during closed hours at night

would have been unthinkable.

But a few years ago, President J. B. Fraser, now a retired National Guard major general, and his son, J. B. Jr., became aware of accelerating changes in lumber and building supplies merchandising. More and different kinds of customers were buying them. Where the Frasers' manufactured products previously had sold by hundreds or even thousands of board feet, buyers were now asking for single planks, along with related items. Moreover, stores in nearby larger communities — notably Savannah, 40 miles away — began offering smaller lots. Cash sales and discounts became the rule rather than the exception.

The Frasers were quick to recognize the necessity for a change. But in a small conservative agricultural town with an Army post, a change to what? Was it to be a modernized plant at the established location, or a whole new outlet?

They chose the latter. And three years at their new site has underscored their wisdom. The business

(Continued on page 94)



Numerous floor displays of small items emphasize attention Fraser Supply awards individual customers. Walls are lined with well-stocked shelf sections.



Gas Pumps Prime Their Lumber Sales

Five years ago when Uvalde Lumber Co. decided to open a store in the small ranching community of Batesville, Texas, the most logical available location was occupied by a combination garage, auto supply, and service station operation.

In order to obtain the location, owners of Uvalde Lumber had to take over the automotive stock, the gasoline pumps, and the service shop. They did so with tentative plans to get rid of them at the first opportunity.

Somehow, however, the plans did not work out that way.

Today, the company finds that the automotive service department, tires, and a compact stock of automotive accessories contribute materially to its lumber and building supply business, through

By Ruel McDaniel

bringing more customers to the store.

"In a small community such as ours," explained Manager S. Matheny, "it is necessary to do a lot of things that building supply stores in larger towns don't do, in order to build volume and create store traffic. Automotive supplies and service are doing an excellent job for us."

The store itself is roughly divided, into three sections, insofar as merchandise display is concerned. One-third is devoted entirely to the display of building supplies, such as you find in the average building supply store. A center section contains merchandise that could be found in either a modern

building supply establishment or an automotive accessory store. And the third section displays automotive supplies exclusively. Items here include tires, batteries, fan belts, radiator hose, and sealed-beam lights.

Directly in front of the store is a two-pump service apron for the sale of gasoline and oil.

Mechanics on Commission

Partitioned off, except for a door, to the rear of the store is the garage, where two mechanics turn out about \$11,000 worth of service and parts business annually. The mechanics work on commission.

"And we work on anything," Matheny declared. "Right now, both men are out in the oil field, (Continued on page 97)

In Uvalde Lumber Co. store, building materials occupy one-third of area, combination materials are in center, and automotive items are



in one end. Odd setting for rear of lumber store, below, is garage where farm tractors, other machinery are serviced, repaired.



How to Develop a Recreation Room Market

Company's hiring of self-employed carpenter-contractor to instruct do-it-yourselfers step-by-step in building recreation rooms is reaping rightful reward

We believe there is a big market in any suburban area for recreation rooms, both in do-it-yourself and contracted labor.

We recently placed three advertisements on recreation rooms on the television page of a big metropolitan daily. Receiving approximately 20 inquiries, we made five sales in materials for fully complete jobs, ranging from \$200-\$600. One sale was cash, the others, FHA. However, the average sale of \$20 resulting from the promotion meant that we had started many home-owners on their own recreation rooms.

The ad brought an increase in volume of 15% during that month. The nature of our setup may have contributed somewhat, but we hit

By J. PUNGA
Manager, Arnold Lumber Co.
Takoma Park, Md.

on a genuine need, I believe. We have a person on hand who goes out and advises, as well as estimates. Even when a job is in process, and some difficulty arises, he will go out and advise or demonstrate, if necessary.

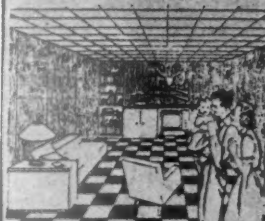
He is a self-employed carpenter-contractor with a shop under our roof, entirely independent of our building materials operation. He furnishes step-by-step instruction, or even handles the entire job, if a customer wishes. He receives a certain percentage from us when estimates are consummated to sales transactions of building ma-

terials and lumber.

His guidance lends assurance. Many home-owners, new to prospects of building anything, feel more confident starting under his supervision. They know they can call him in if they get bogged down on a job.



FINISHED Recreation Rooms



BIG 20x15 ROOM

AS
LOW
AS **\$675**

NO DOWN PAYMENT

5-Yr. Plan—Budget Payments

You Get All This:

- Washable Wood Grain Walls
- Choice of 5 Finishes
- Asphalt Tile Floor
- Celotex Ceiling
- All Necessary Base Moldings & Trims
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FREE CONSULTATION

call **TU. 2-3448** ANY TIME

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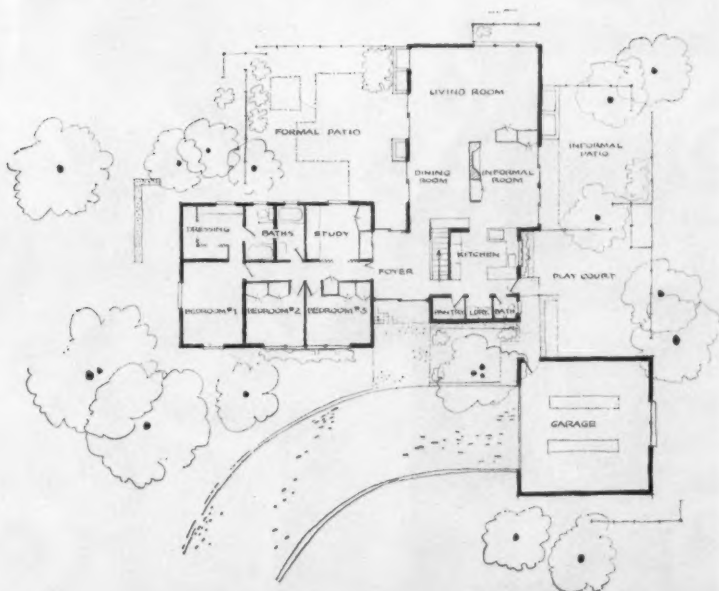
Arnold Lumber's self-employed carpenter-contractor, on left, finds himself queried on plywood cutting techniques by early-morning customer, attracted to firm by company ad, above, in preceding night's newspaper.



Research Home Boasts Plywood Components

This plywood component building system not only halved conventional construction time, but demonstrated economy and practicality of combining new components with standard Lu-Re-Co wall panels and trusses

Research-demonstration house, above, was built with series of new components developed by Douglas Fir Plywood Assn. for Lumber Dealers Research Council. Floor plan, at right, shows four basic "living" zones. Quiet wing contains bedrooms, dressing room, and bath; living wing has formal dining area, living room, and informal area; kitchen wing is conveniently located near front entry. Note how patios and play court are arranged to complement inside rooms.



A component building system said to be 50 per cent faster than conventional construction was recently previewed at Champaign, Ill. The occasion marked erection of a research-demonstration house sponsored by Douglas Fir Plywood Assn., Lumber Dealers Research Council, and Plywood Fabricators Service.

Purpose of the house, which has been called a "component showcase," was to demonstrate economy and practicality of combining several new plywood components with standard Lu-Re-Co wall panels and trusses. It was designed to show advantages of building a house with standardized, sub-assembled building parts, fabricated in local plants.

Officials from the Federal Housing Administration and representatives from building materials firms were on hand to see the plywood box beams, stressed skin panels, rigid frames, panelized floor system, and Lu-Re-Co wall panels go into place.

Contractor Richard Fackler, who built the house, remarked: "This was a research, prototype structure, and naturally it takes the construction crew a while to become familiar with the new system. However, if my men were accustomed to the system and the fabricator made a few modifications in assembling the components, we could build this house in about half the time required for conventional construction."

House Design

The research - demonstration house was designed by Laurence S. Higgins (A.I.A.) of the Lumber Dealers Research Council. The new components were designed by David Countryman, DFPA's chief of applied research.

Since it is a demonstration project, the house shows a group of construction features which would not normally be grouped into one design. Therefore, the plan is divided into separate wings or zones, each utilizing a different framing method for cost control and comparison features. The continuity of the siding and pitch of the roof help tie the design together.

The floor plan is in the general shape of an "A," with the bedroom wing and garage at the feet and the living wing at the tip of the "A."

The 768 square-foot living wing has a dining room, living room, and an "informal" or family room with a large fireplace.



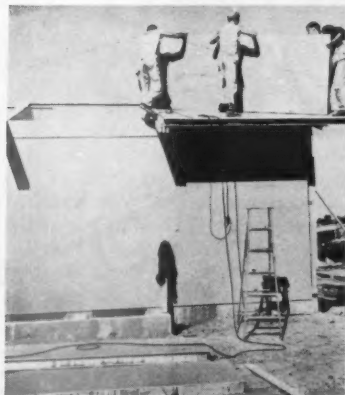
Box beam floor girders are hollow, lightweight structural units, 4' on center and span up to 24'. They are fabricated with $\frac{3}{4}$ " fir plywood webs, pressure-glued to 2 x 4 top and bottom flanges, and reportedly have excellent strength and rigidity.

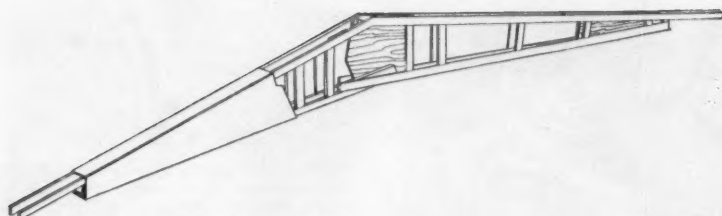
Pre-assembled floor panels, made up with $\frac{1}{2}$ " fir plywood nailed to 2 x 4 framing, are supported by plywood box beams. This componentized floor system is said to be easily fabricated, speedily installed, without waste plywood.



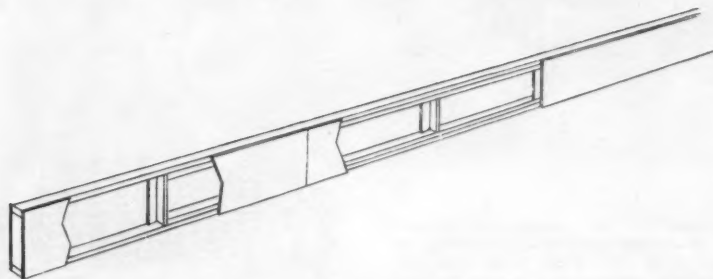
Garage likewise is comprised of unique component system. Pre-assembled rigid frame bents made up with 2 x 8 framing and $\frac{3}{4}$ " plywood gusset plates were spaced 2' on center. Bents were then covered with $\frac{3}{4}$ " PlyScord roof deck, with Plyclips. For handling ease, bents were fabricated in halves and joined at job site with crown gusset.

Strong, rigid stressed skin panels provide roof deck on cathedral beams over living wing. Panels have $\frac{3}{4}$ " plywood top skins and 5/16" medium density plywood bottom skins, pressure-glued to 2 x 4 framing. Each panel has 3" layer of reflective covered glass fiber insulation. Bottom skin panel is exposed ceiling of living wing.

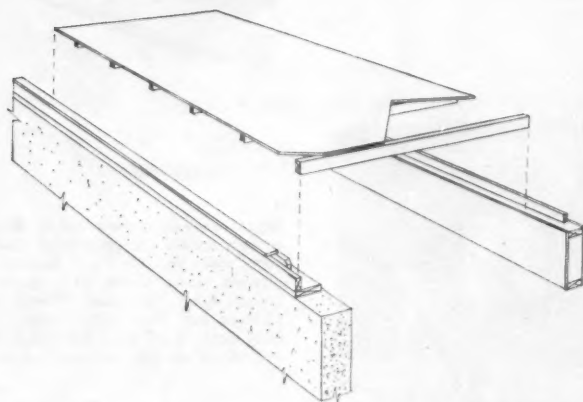




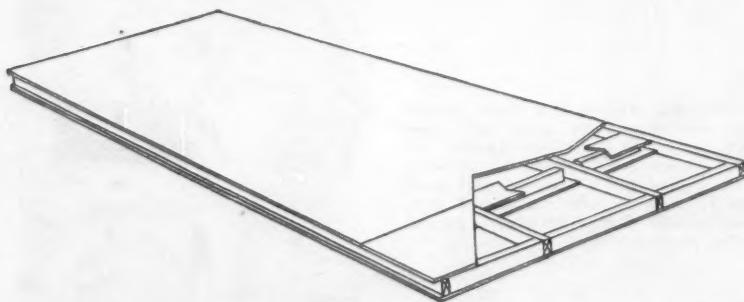
Joined at job site by splicing together with plywood cover plates nailed to top and bottom flanges, these specially-designed cathedral type box beams are fabricated in halves for easy handling. Note plywood gussets at peak and ends of beam.



These hollow beams are made up with $\frac{3}{8}$ " fir plywood "webs," or sides, pressure-glued to 2 x 4 lumber flanges. They span 24', and are 16" deep. Note double top and bottom flange along center portion of beam. They can be readily fabricated from fir plywood.



This "exploded" view shows details of pre-assembled floor panels. Panels are made up with $\frac{1}{2}$ " fir plywood nailed to 2 x 4 framing members, 16" on center. Components rest on box beam floor girders. System allows application in fraction of time otherwise required.



Strong, flat components — stressed skin panels — for roof deck over living wing and kitchen utility wing. Panels have $\frac{3}{8}$ " plywood top skins and $\frac{5}{16}$ " medium density plywood bottom skins, pressure-glued to 2 x 4 framing.

The bedroom wing has 816 square feet of space, and includes three bedrooms, a bedroom-study, bath, and dressing room. This "quiet wing" is separated from the busy activity of the other areas.

Between the living and bedroom wings, more or less in the arm of the "A," is a 416 square-foot zone which includes kitchen, entry area, pantry, laundry, and a half-bath.

A basement under the living wing has space for recreation facilities, a utility and storage room, and a work shop.

Construction

The house provides an imaginative, but practical, merger of known component construction methods with new component techniques. Here is a summary of the components used in its construction:

Floor. One of the most distinctive features of the new house is an unusual "instant floor" system designed by DFPA's David Countryman. Pre-assembled floor panels made up with $\frac{1}{2}$ " plywood nailed to 2 x 4 framing are supported by plywood box beams.

The beams are hollow, lightweight structural units which are four feet on center and span either 12 or 24 feet. They are fabricated with $\frac{3}{8}$ " fir plywood webs, glued to 2 x 4 top and bottom flanges. Depth of the beams ranges from 12" to 16", depending upon span.

The floor panels rest on top of the box beams. The plywood extends beyond the 2 x 4 framing and is nailed to a separate 2 x 4 spline running along the top of the beam. This spline supports the plywood edge and ties the panels together.

This new componentized floor system is easily fabricated, and was put down by four men in only six hours. There is practically no waste plywood. Fabrication costs were only 40c per panel.

Walls. Wall panels are modifications of standard 4 x 8 Lu-Re-Co panels. They have one plywood skin nailed to 2 x 4 framing. The main load-carrying members are 2 x 4 studs at the panel edges. Horizontal 2 x 4 blocking on 24" centers stiffens the panel.

The plywood skin on these wall panels is $\frac{1}{2}$ " medium density overlaid type, which has a smooth, resin fiber surface that provides an excellent paint base. The plywood functions as a one-thickness combination sheathing-siding. The adequacy of this nailed panel has

(Continued on page 96)

Next time you find yourself saddled with the job of writing headlines for your building supply ads, remember these basic do's and don't's, sure-fire proven, which

...Turn Scanners Into Buyers

Your headline is the most important part of your ad. It is the big print banner that makes readers stop and read or lets them slow and scan. And, the difference in reading or scanning will be evidenced in sales you reap in your building supply business.

Advertising experts have stressed the importance of ad headlines for years. And, in emphasizing importance of headlines, they have given the impression that headlines are difficult to create.

But, as in many creations, the obvious may be best. The simple, easy way may produce more sales than the unusual, artistic creation of an ad headline.

Here are some formulas which advertising experts follow to create eye-catching, action-inducing headlines:

News Headlines

One standard advertising headline is the news headline. This can be used effectively when you are introducing a new line or a new service. To apply headline-writing formulas for news headlines, use these words to start your headline:

Now . . . Now you can save more money.

New . . . New way to save time.

Just . . . Just arrived.

Announcing . . . Announcing the new model.

At last . . . At last you can eliminate worry.

People reading newspapers are searching for news. They are conscious of anything with a news angle. They automatically will pick up your news headline and catalog it along with other news items they have been reading.

Your news headlines can be set up in the printing style of news stories. Some papers require such stories to be identified as ads, with the word "advertisement" over the headline and copy. However, if may give your news headline more

of a news punch.

Warning: Do not use news headlines unless there is some real news value in your advertisement.

Benefit Headlines

People read advertisements to see if there is anything in it for them. They are looking for a benefit — how to save money, time, effort, worry, etc. And, when you use a benefit headline, you will stop ad scanners and get them to read more of your advertisement, because your benefit will strike the reader's selfish interest.

As you will notice, most news headlines used for examples include some type of benefit for the reader, along with a news angle. However, you can eliminate the news angle (when the line or service is not new) and still have a good benefit headline.

To apply headline writing formulas for benefit headlines, you start your headline with these words:

How . . . How you can save money.

How to . . . How to save time.

Advice . . . Advice on eliminating worry.

Free . . . Free (anything you are giving away).

Save . . . Save (anything your customer will save — money, time, effort, worry, etc.).

Benefit headlines are improved when the gain to the customer is made more specific. For instance, instead of saying the customer can save money, you make it more specific when you tell *how much* can be saved.

To give your benefit headline a double-barreled appeal, you can use a second benefit in the subhead. For instance, your headline might be a money-saving benefit and your subhead could be a time-saving benefit.

Even though you would like to believe that everyone reading the local newspaper is a potential

customer, you know that this is not true. You are playing the law of averages in your advertising. The customer benefit of your building supplies is slanted to one specific group of customers — men or women — young or old — progressive or conservative, etc.

The more people you can reach who will be influenced by your appeals, the more effective your advertisement will be. And, you can select your audience with a selective headline — a headline that singles out the best possible prospects for the appeals you are listing about your building supplies in your ad.

Here is a headline formula that will help you make your selective headline reach the people you want:

To . . . To people about to retire. To apartment house owners. To new home-owners.

You can make your selective headline even more specific by adding adjectives. For instance, you might say: "To new owners of new homes." This headline eliminates all people who own older houses and people who have owned homes for a period of time. However, it will single out "new owners of new homes" with a strong appeal.

Warning: Do not make your ad headline too selective or you may miss a large part of your potential audience for your advertising message.

Curiosity Headlines

You will capture your reader's interest completely when you use the curiosity technique in your ad headline. When curiosity is aroused, your reader will be encouraged to read your complete advertising message for the answer to the puzzle you brought out in your headline.

Try these formulas for creating curiosity headlines for your ads:

(Continued on page 94)

Recently unveiled to public view in Oklahoma City, this asbestos-cement model home is basically simple. Home is a square with large common room, including kitchen, formal and informal dining area, family room, and large patio extension. Construction method enables builder to erect complete exterior and interior walls for average home in only one day.



All photos courtesy of Living for Young Homemakers

Asbestos-Cement Uses Intrigue Oklahomans

Here's a house, basically simple in design, which is virtually impervious to fire, rot, termites, and other conditions which deteriorate other type homes; and its erection is rapid and economical

New ways to use standard asbestos-cement products are featured in an asbestos-cement model home, recently displayed in Oklahoma City.

The work of Oklahoma City Architect Duane Conner, A.I.A., design and engineering for the home grew out of Conner's year-long research assignment in potentials of asbestos-cement for home building. Conner's work was sponsored by the Asbestos-Cement Products Association and *Living for Young Homemakers* magazine. The home was built by Joel Coley of Oklahoma City, under auspices of the Oklahoma City Home Builders Assn.

Basically simple in design, the home is a square with a large common room, which includes

kitchen, formal and informal dining areas, family area, and large patio extension. Dividers of corrugated asbestos-cement are used in the common room to define different activity centers, and to screen the 10' x 10' entrance foyer. Corrugated asbestos panels likewise are used outdoors to screen terraces and glass-walled bedrooms.

Room for Retreat

In addition to the family common area, the home includes a room for "retreat," treated as a formal living room. Two children's bedrooms, each with its own fenced terrace, are divided by a sliding wall which can be opened to provide a large indoor play area. Two full baths, and a master bed-

room and terrace complete the plan.

A surprising use of asbestos-cement in the house is the vaulted roof. Composed of arched panels, sandwiched with foamed cement for insulation, the roof has been designed for factory fabrication. Other new applications of asbestos-cement include pre-colored floor tiles, kitchen counter surfaces of asbestos-cement with a terrazzo pattern of asbestos-cement chips, a grillwork screen of asbestos-cement pipe sections shielding the front entrance, even an asbestos-cement table top. Many of the new applications represent new product fabrications, suggested by Conner during his research on the basic material.

One of many experimental prod-

ucts used on the Asbestos-Cement Products Assn. model home was a completely integrated insulation curtain wall panel, developed by National Gypsum Co.

The panel consisted of two asbestos-cement sheets, laminated to each side of a foam plastic core. One sheet had a flat surface, while the other, a special three-dimensional texture which created a decorative effect for either exterior or interior wall surfaces.

The "all-in-one wall" was developed to provide a building wall material that was lightweight, vapor-proof, durable, and awarding superior insulation and speedier erection. This method of construction cut weight of a wall built by the usual methods to about one-third. The panel provides 90 per cent more insulation than today's average wall. The asbestos-cement sheets, of course, are impervious to fire, rot, termites and other conditions which deteriorate other types of sidewall materials.

The foam plastic core was selected as the best solution for all around performance of this integrated wall after many other type cores had been carefully tested by National Gypsum. Outstanding features of this foam core are its compatability to the facing asbestos-cement sheets and its ease of application.

Application of this revolutionary new wall was quick and easy.



Interlocking panels of double asbestos-cement sheets form both interior and exterior walls of asbestos-cement products research home. This photo, taken during construction, shows precast beams, posts, and mechanical clips which secure wall panels. Tie rods are for horizontal bracing. Wood members act as temporary shoring during construction.

Panels were anchored in tracks on the foundation and then joined at sides with compressible splines to produce a weather-tight fit.

This method of construction, when fully exploited, conceivably will enable a builder to erect complete exterior and interior walls for an average home in only one day. The home buyer doubtlessly will benefit greatly from this big time and money-saving innovation to the building industry.

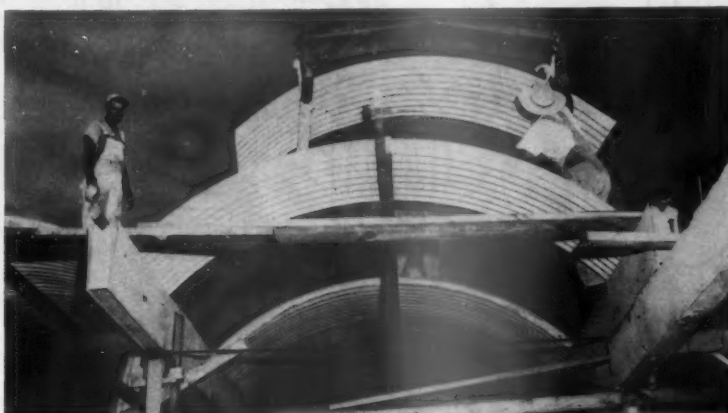
Arched Roof

Another outstanding feature of the asbestos-cement model home is its multi-vaulted arched roof developed by Keasbey & Mattison.

Panels for arches were made of corrugated asbestos-cement sheets with an insulating core center.

Each arch spans 10' along its chord. Rise at midpoint is 24" and arc is a true circle with a radius of 7'3". Corrugated sheets of asbestos-cement, 3/16" thick, were molded to arc by pressing them in a wet, uncured condition, on a steel form with corrugations running lengthwise.

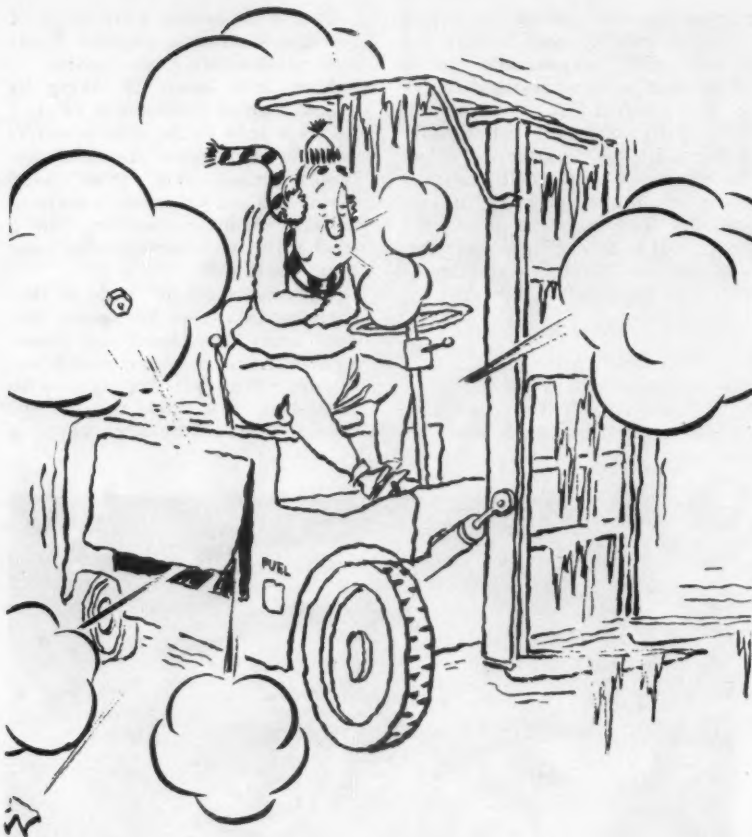
The sheets are 36" wide so that each panel covers 30 square feet floor area. Two sheets are placed so that the corrugations match and are spaced for a 1" separation. An insulating core, made through the
(Continued on page 94)



At job site, above, factory-assembled roof panels are quickly lowered into place. Panels, comprised of two sheets of standard corrugated asbestos-cement with foamed cement core, are structurally self-supporting, with horizontal 10-foot span.



Wood scaffolding supports roof panels and beams during early stage of model home's construction. Fully fireproof, roof rests on lightweight concrete beams, whose sides and column housings likewise are comprised of asbestos-cement products.



Would you pour water into a fork truck's gas tank? Would you send a fork truck out on a job without a drop of oil in it? Would you put anti-freeze into the radiator on a hot July day?

Maybe you wouldn't. But apparently some people do. According to Clark Equipment Co., major manufacturer of fork trucks, a study of the nature and cause of fork truck ailments referred to Clark's service division indicates that such antics are responsible for at least 10 per cent of fork truck damage.

The cause, obviously, is plain carelessness. And combatting carelessness is a difficult task. Rather

than giving stern lectures and issuing dire warnings, Clark has taken the opposite approach and made available an "easy to follow checklist of things to do to kill a fork truck."

"Perhaps," Clark says, "by pointing out how easy it is to damage a fork truck through carelessness we'll reduce the 'human errors' that are costing industry thousands of dollars a year."

1. Ignoring the manufacturer's lubrication specifications is an easy and sure way of doing permanent damage to a fork truck. A clever trick is to use one kind of lube for all lubrication. Chassis grease, for example. This probably won't hurt the chassis, but will certainly play havoc with the engine, steering gear, lift chains, and other parts requiring lighter oils.

The cure: Be consistent about following the manufacturer's suggestions for lubrication, regarding both type of lube to use and frequency of lubrication.

2. When looking for a container with which to fill the gas tank,



How to

pick up the water can. But don't look inside. There might be an inch or two of water left in the can. If this is poured in the gas tank, eventually the engine will stop. Perhaps no serious damage will be done, but several hours might be spent looking for the trouble.

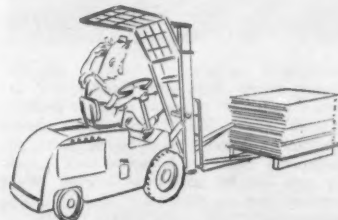
The cure: Use a can that's used for gasoline only, not water or oil. And make sure it's clean and dry; dirt in the gas tank will cause more harm than water.

3. The removal of both tilt cylinders for periodic inspection presents a fine opportunity for ruining the truck's upright. This can be accomplished by removing the cylinders without first securing the upright. When the second cylinder is taken out, the upright, having no further support, will crash to the floor.

The cure: Use a mobile crane, chain lift or some such device to secure the upright when the tilt cylinders are removed.

4. Rubber gaskets and seals, although small, are important to proper truck operation. To hasten the failure of such parts, clean them in cleaning solvents with a mineral base. This will cause the rubber parts to become tacky, soft and swollen, and generally unfit for use.

The cure: Clean rubber parts in denatured alcohol or some other non-mineral solvent.



Kill or Cure a Fork Truck

An up-to-the-minute study of the nature and causes of fork truck ailments referred to Clark Equipment Co. would indicate that "bonehead" antics are directly to blame for at least 10 per cent of fork truck damage

5. If the master brake cylinder is scored and pitted, brake operation will be faulty. To do a good job of scoring the cylinder, polish it with emery cloth or sandpaper. This will permanently scar the cylinder.

The cure: Always use crocus cloth to clean cylinders of pressure marks and discolorations.

6. A crack in the cylinder block is usually considered major damage. To accomplish this, wait till the engine overheats, then immediately pour cold water into the radiator. If the engine is hot enough and the water is cold enough, the cylinder may crack.

The cure: When engine overheats, do not add water until the engine has cooled. Then start the engine and add water slowly.

7. Cold weather provides excellent opportunities for damaging fork trucks. For example, if the cooling system becomes frozen solid, start the engine immediately and run it at high speed. This could cause extensive damage to the radiator, cylinder head, block, and just about everything else.

The cure: Never start the engine when the cooling system is frozen. Tow the truck to a warm building and let it thaw completely.

8. Another cold weather trick is to add water to the battery when the truck is operating in freezing temperatures. Since water can't mix with acid, it will probably

freeze, perhaps cracking the battery case.

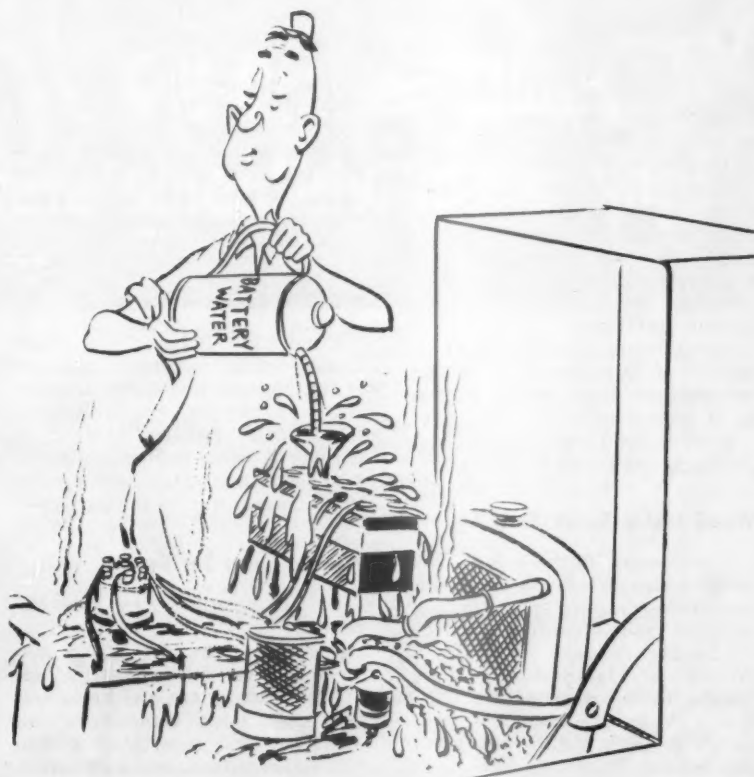
The cure: Let the truck, or at least the battery, warm up before adding battery water in very cold weather.

9. Additional damage to the battery can be done by always filling it full of water rather than just to the water line plainly marked inside each case. With too

much water the battery will boil over readily, thus allowing battery acid to corrode metal parts.

The cure: Fill batteries with water only to the level indicated inside the case by the manufacturer.

10. When adjusting the distributor, don't worry about maintaining proper gap between points. A few tenths of an inch difference
(Continued on page 94)





"WORLD'S LARGEST HARDWOOD MALLET" is presented to Thomas J. McHugh of Boston, Mass. (right), upon his election as president of the National Lumber Manufacturers Assn. for 1960. NLMA Board Chairman Robert M. Ingram of Aberdeen, Wash., makes the mallet presentation. McHugh is president of the Atlantic Lumber Co., one of the nation's largest hardwood lumber firms.

WCLA Opens Branch Offices In Florida, New York City

To render more speedy on-the-ground service to member mills and customers in thickly populated areas, the West Coast Lumbermen's Assn. and the West Coast Lumber Inspection Bureau has opened branch offices in Ft. Lauderdale, Fla., and New York City.

Commented WCLA Executive Vice-President H. V. Simpson: "Large quantities of Douglas fir, West Coast hemlock, and western red cedar lumber are used in the eastern states. We have put two experienced lumbermen in charge of the two new offices.

Heading up the Ft. Lauderdale branch is Marion Spring, a former supervisor for the lumber inspection bureau at various key spots around the country. Spring will maintain his office at 306 Tropical Arcade building.

Arvid Johnson, former chief inspector of the inspection bureau, will manage the New York office at 11 West 42nd St.

West Coast Lumbermen's Assn. headquarters are at Portland, Ore.

Wood Doors Resist Fire, Too

Solid wood flush doors, even without fire retardant treatment, are fire-resistant for approximately one-half hour, according to Ormie C. Lance, manager of National Woodwork Manufacturers Assn. Recent tests conducted by U. S. Forest Products Laboratory, Madison, Wis., confirmed the fact, Lance said.

Texas Lumberman Dies

Robert E. Hornberger, 45, Houston millionaire lumberman, died of a heart attack in Dallas recently. One of his major transactions was buying the South Texas Lumber Co. of Houston and its properties in 16 cities from the James M. West estate and Wesley M. West. Purchase price purportedly exceeded \$3-million.

Dierks Official Succumbs

John M. Craig, 73, of Idabel, Okla., died recently following a short illness. Craig had been associated with the Dierks Forests, Inc., for more than 50 years. Last spring, he was cited by the company for outstanding service from 1909-1959.

WRCLA Elects Roberts

Frank D. Roberts has been named acting secretary-manager of the Western Red Cedar Lumber Assn. in Seattle, Wash. Roberts temporarily replaces Arthur I. Ellsworth, who has resigned. He has been serving as field promotion manager during the past year.

Kentile Sales Set Record

Sale of Kentile's vinyl lines reportedly is running a record 28 per cent higher than a year ago. Reasons given for increase include 1959 homebuilding and home improvement boom, commercial construction, and growth of metropolitan, suburban, and rural areas.

CONVENTION CALENDAR

JANUARY 17-21: National Association of Home Builders, Coliseum, Chicago. Exhibits.

JANUARY 18-20: Kentucky Retail Lumber Dealers Assn., Kentucky Hotel, Louisville. Exhibits.

JANUARY 21-23: West Virginia Lumber and Builders Supply Dealers Assn., Stonewall Jackson Hotel, Clarksburg. Exhibits.

JANUARY 24-27: Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Exhibits.

FEBRUARY 3-5: Middle Atlantic Lumbermen's Assn., Chalfonte-Haddon Hotel, Atlantic City, N. J. Exhibits.

FEBRUARY 5-7: Home Improvement Products Show, Navy Pier, Chicago, Ill. Exhibits.

FEBRUARY 8-9: Southeastern Lumbermen's Club, Dinkler-Plaza Hotel, Atlanta, Ga.

FEBRUARY 14-16: Mid-South Convention and Building Material Show, Municipal Auditorium, Memphis, Tenn. Sponsored by Tennessee Building Material Assn.

FEBRUARY 17-19: Virginia Building Material Assn., Hotel Chamberlin, Fort Monroe. Exhibits.

FEBRUARY 25-27: National Assn. of Lumber Salesmen, Inc., Peabody Hotel, Memphis, Tenn.

MARCH 8-10: Carolina Lumber and Building Supply Assn., Municipal Auditorium, Asheville, N. C. Exhibits.

MARCH 22-24: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans. Exhibits.

MARCH 31 - APRIL 1: Mississippi Retail Lumber Dealers Assn., Buena Vista Hotel, Biloxi. Exhibits.

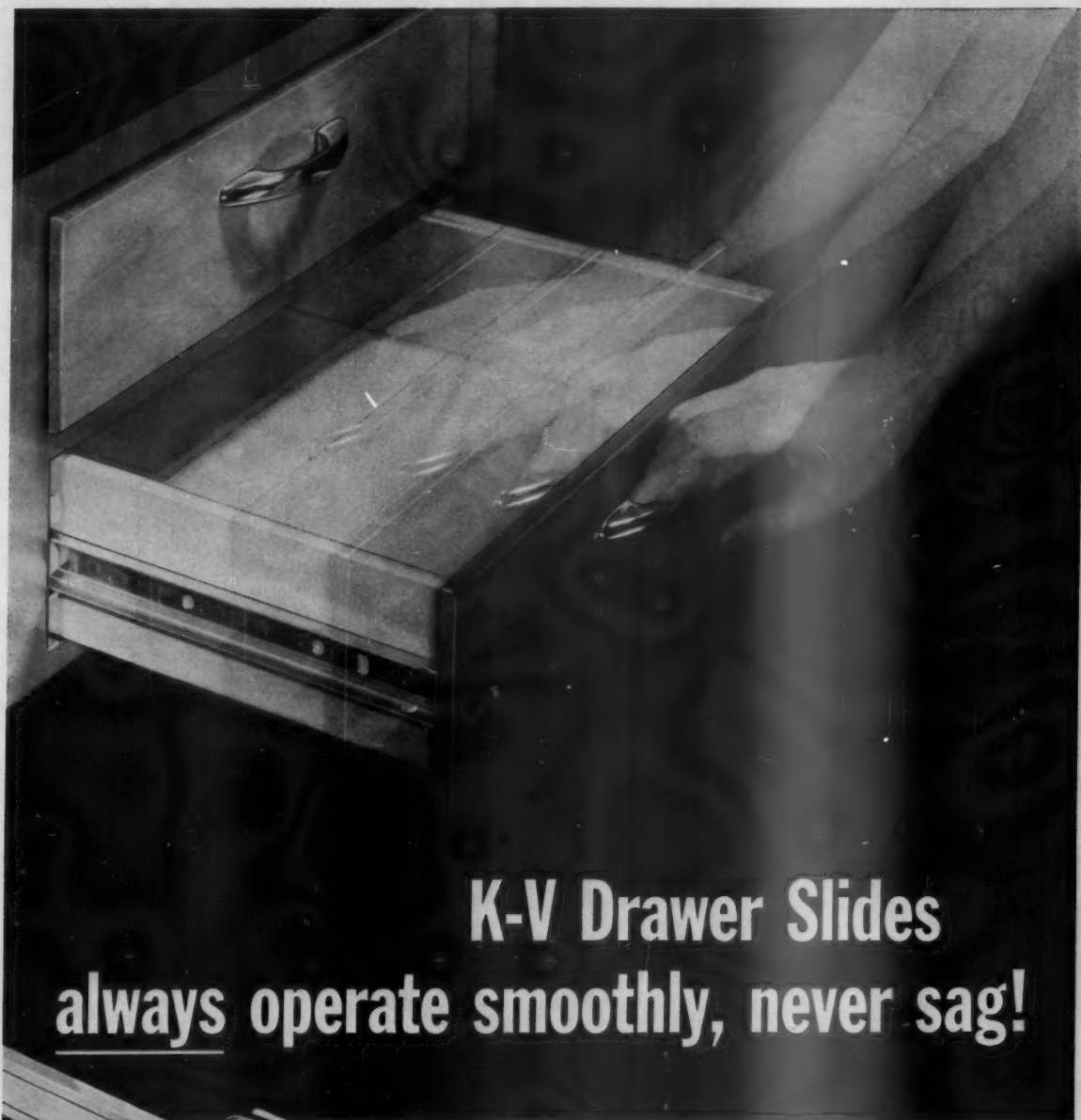
APRIL 10-12: Lumbermen's Assn. of Texas, Austin Municipal Auditorium, Austin. Exhibits.

APRIL 20-21: Arkansas Assn. of Lumber Dealers, Hotel Marion, Little Rock.

APRIL 20-21: Kansas Lumbermen's Assn., Lamer Hotel, Salina.

APRIL 21-23: Florida Lumber & Millwork Assn., Hotel Robert Meyer, Jacksonville, Fla. Exhibits.

MAY 22-25: Building Material Merchants of Georgia, Castle-in-the-Clouds Hotel, Lookout Mountain, Tenn.



K-V Drawer Slides always operate smoothly, never sag!



Here in daily use is where K-V drawer slides pass their most severe tests and prove their indisputable quality.

- They keep drawers from sagging, sticking.
- They operate smoothly, quietly, effortlessly.
- They give years of trouble-free service.
- And they are quickly, easily installed.

There's a K-V drawer slide for every type installation — from lightweight to heavy duty. Isn't it time you handled them?

KNAPE & VOGT MANUFACTURING COMPANY
Grand Rapids, Michigan

Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tile-Joint Fasteners and Handy Hooks for perforated board.

MOVING UP in the industry



Milstein



Hachmeister

RUBEROID . . . President and executive vice-president, respectively, of company's Mastic Tile Div., **Seymour Milstein** and **Harry C. Hachmeister** have been elected to Ruberoid's board of directors. They fill vacancies created by resignations of **Charles F. Batchelder** and **Frederick E. Byrnes**. **Oscar A. Maggia** has been elected secretary, succeeding Byrnes. Maggia will continue as assistant treasurer. **Herbert Abraham** has been named honorary board chairman.

WESTERN PINE ASSN. . . . Appointed manager of trade promotion department, **Leo W. Beckstrom** will supervise trade promotion-advertising program on behalf of 10 lumber species manufactured by association member mills in 12-state Western pine region. He replaces the late **Joseph W. Sherar**. **A. J. Wantroba** succeeds Beckstrom as Washington, D. C., representative.



Beckstrom



Thompson

CELOTEX CORP. . . . Elected vice-president and secretary of this manufacturer of insulation board products is **Richard Thompson**. He has been associated with the company for 17 years, serving as secretary, counsel, and property manager.

ZONOLITE . . . C. R. Babb, former manager of firm's central division, has been assigned post of southern regional manager, including 10 states from South Carolina to Oklahoma, headquartering in Atlanta, Ga. **H. K. Sterrett**, formerly southern regional manager, was named southern regional merchandising manager, maintaining offices in Atlanta. In his new position, Sterrett will concentrate on sale and distribution of firm's dealer products. **Charles S. Breslauer** is manager of new Miami district. Breslauer has been Chicago product manager and southeastern Florida sales representative.

SIMPSON REDWOOD CO. . . . Promoted to vice-president and general manager of this company's Arcata, Calif., operation is **Gilbert S. Oswald**. Oswald, who served as general manager in northern California, succeeds **Gordon J. Manary**. Manary continues as Simpson vice-president in an advisory capacity.



Oswald



Newson

NATIONAL LUMBER MANUFACTURERS ASSN. . . . New public relations director of this trade organization is **Harold P. Newson**. He joined NLMA after six years with National Security Industrial Assn., where he served as committee executive, public relations director, and deputy director. Newson will develop program to publicize industry progress in manufacture of quality products and maximum log utilization.

SLAYMAKER LOCK CO. . . . With this manufacturer of brass padlocks since 1915, **W. Heyward Smith** is newly-elected president. He succeeds **Samuel C. Slaymaker**, president since 1930 and new board chairman. Smith previously was executive vice-president and secretary. **S. R. Slaymaker II**, vice-president, marketing, assumes secretarial post. Smith is chairman of both the padlock section and tariff committee, Hardware Manufacturers Statistical Assn.



Smith



Warnock

ARMSTRONG CORK CO. . . . Filling vacancy created by death of **H. W. Prentis Jr.**, **M. J. Warnock** has been elected to board of directors and designated senior vice-president in recognition of his status as member of president's office. Warnock joined Armstrong in 1926.

KORDITE CORP. . . . Lawrence R. Klepper, former product manager for construction and farm division, has been named to new position of marketing manager of Macedon, N. Y., firm. Klepper will be responsible for all sales and marketing activities of company's Laundry and Dry Cleaning, Construction and Farm, and Variety Chain Divisions.

REYNOLDS METALS CO. . . . Company has created 13 divisional sales manager positions across country. New southern divisional sales managers and their headquarters include: **H. R. Schroeder**, Atlanta; **R. A. Belf**, Dallas; and **D. E. Frantsen**, Kansas City. Reynolds now has architectural and building products sales offices and representatives in 45 major cities.

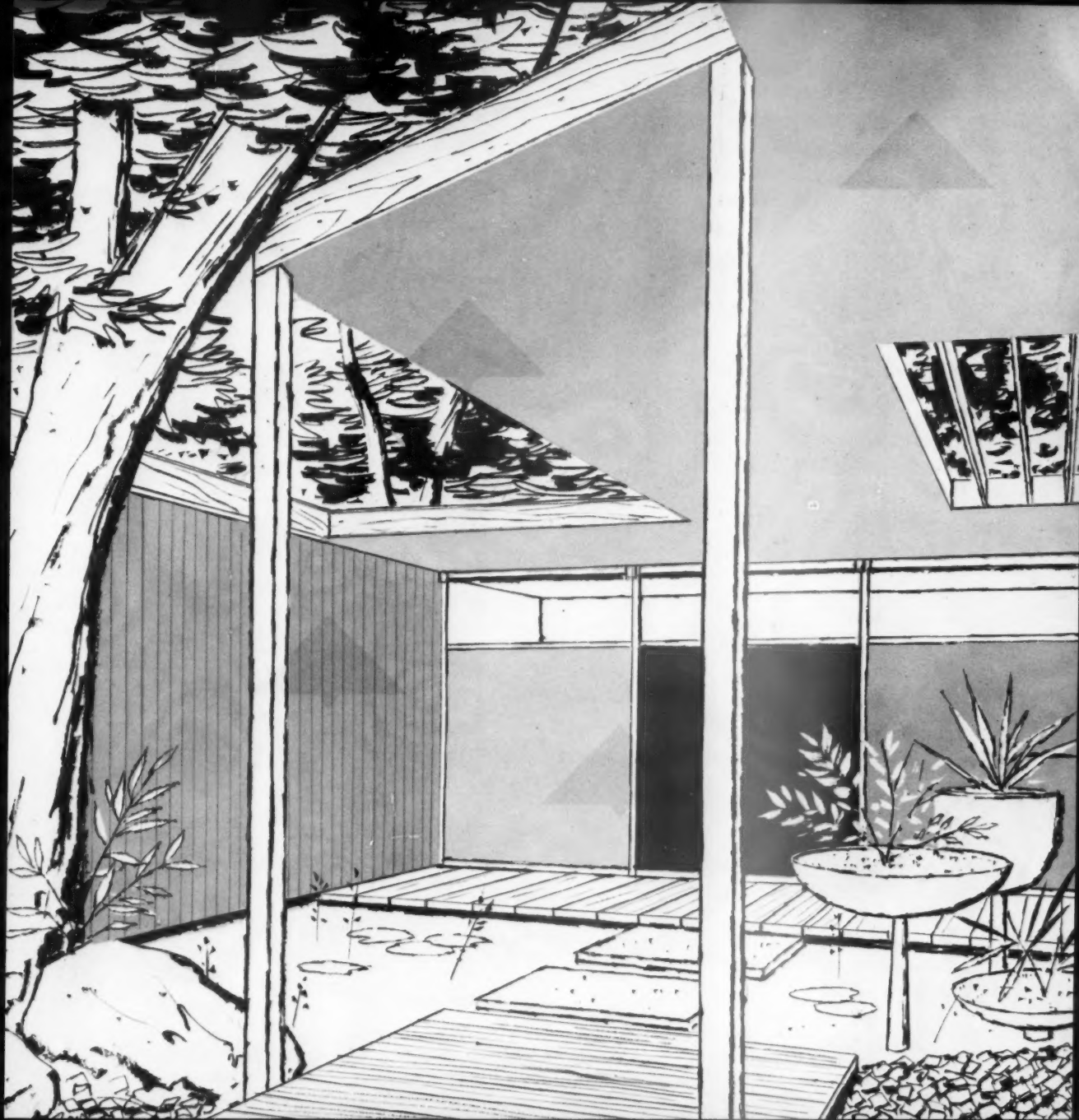
E. L. BRUCE CO. . . . Formerly marketing manager of this hardware manufacturer, **Harvey Creech** has been appointed general sales manager, filling vacancy left by **Walter J. Wood**. Also previously advertising manager, Creech has served on company's board of directors. Wood has retired after more than 35 years with company, but remains on the Bruce board of directors, available as a sales consultant.



Creech



Wood



GPX[®] overlaid plywood — a new shortcut to quality construction from Georgia-Pacific! Here is the strength and stability of plywood plus a weatherproof face. See how many ways GPX helps builders and do-it-yourselfers build better for less!



GPX resists weather and wear.

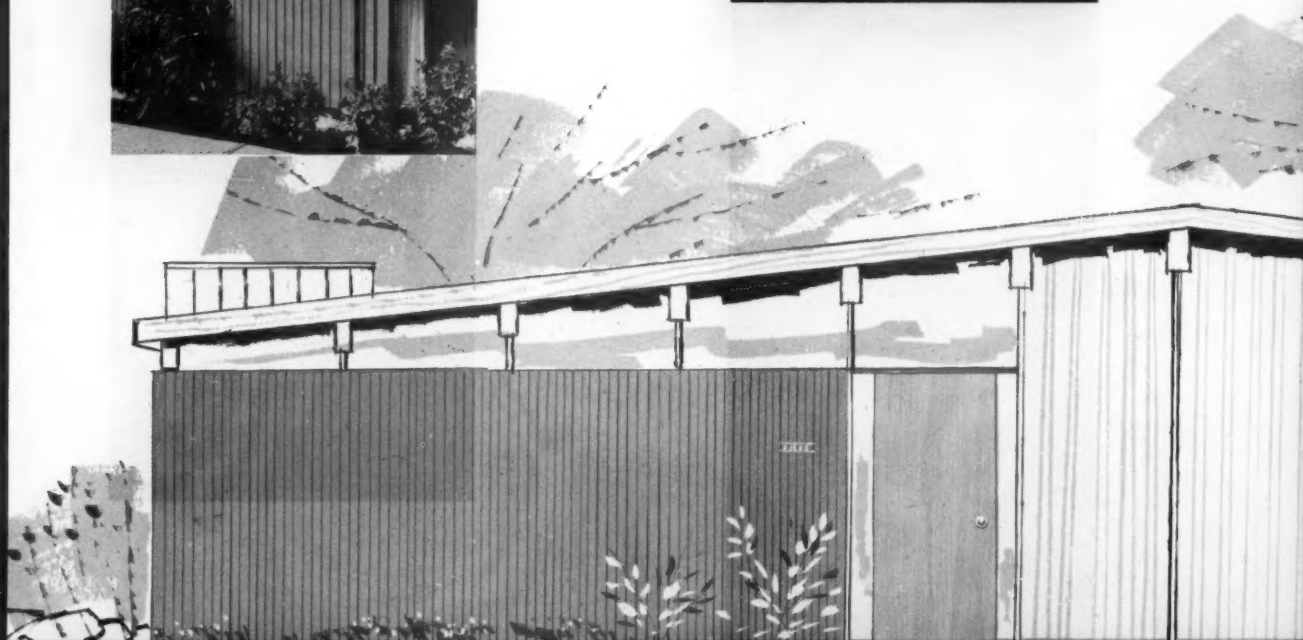
Smooth resin fiber face is fused to exterior Douglas Fir plywood—prevents surface checking, splitting, grain raise. Needs no sanding, no priming. Requires up to 30% less paint—and paint not only looks better, it lasts more than 30% longer.



GPX Texture 1-11 and V-grooved patterns have shiplap joints to seal out weather, disguise panel edges.



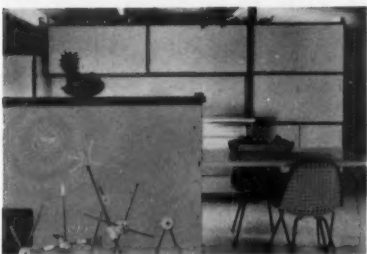
For siding, soffits, gable ends. GPX provides the strength and stability of plywood, plus a tough, weather-proof surface. Big 4' x 8' panels mean easier, faster installation, virtually 100% coverage. Nails can be driven close to edge without splitting or cracking. Where building code permits, no sheathing need be installed! Weather-tight joints assure weatherproof wall. Texture 1-11, V-grooved, or plain available.



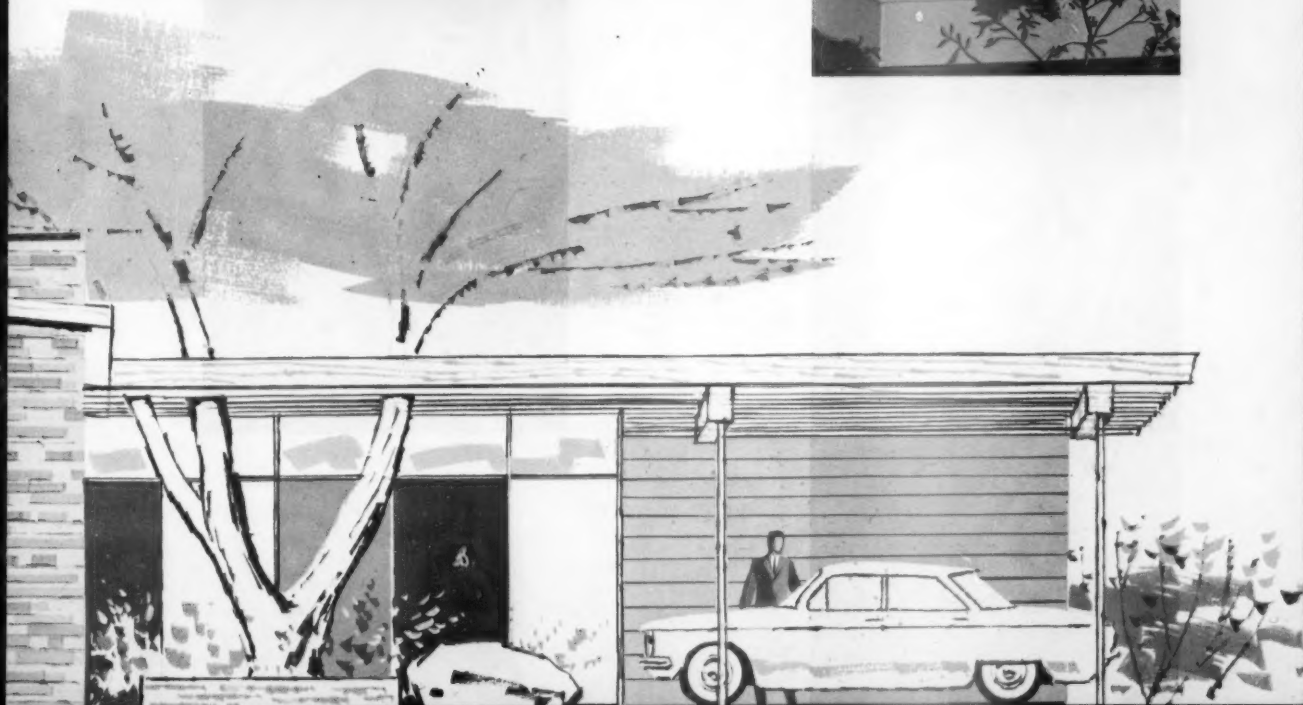
GPX Medium-Density overlaid plywood requires 30% less paint. And paint looks better, lasts 30% longer! Tough resin fiber face resists weather and wear. For soffits, siding, patio fences, cabinets,



For cabinets, built-ins—GPX Medium Density overlaid plywood provides better tooth for painting. No grain shows through smooth, hard surface. You need less paint for long-lasting, high-quality job. GPX is easy to saw, machine, drill, patch, nail, rivet, glue or edge sand. You get sharp, clean edges every time.



GPX Bevel Siding gives 96% net coverage! This 12" or 16" rabbeted siding is completely weather-tight with only $\frac{1}{2}$ " lap. Saves up to \$40 per M square feet over other kinds of siding on coverage alone. No sheathing is needed in those areas where local building codes permit. Self-aligning lap slashes installation time! Only first course needs leveling. Solid lumber back nails flush to wall, eliminates all furring strips, wedges. Ends butt tightly without mastic. No splitting, no waste. Saves painting time—one coat each of primer and finish is superior to three coats of paint on other siding . . . and paint lasts years longer!



built-ins, outdoor furniture, choose GPX. A complete line—in all standard plywood sizes, thicknesses.


GEORGIA-PACIFIC



GPX-MARINE GREEN Ideal for boat hulls. Resin fiber overlay prevents grain raise or checking. Exclusive latex additive in overlay provides better tooth for paint. Paint holds better, stays super-smooth longer.



Philippine Mahogany under overlay. No patches to pop.



Philippine Mahogany back makes handsome interior.



GEORGIA-PACIFIC

Hardwood and Fir Plywood, Plywood Specialties, Hardboard, Redwood Products, Lumber, Pulp, Paper, and Containerboard.

Look for this new trademark for Georgia-Pacific, manufacturers of one of the nation's largest integrated lines of forest products. The new symbol—like the old one—is always your guarantee of dependable quality and reliable service.

For complete information on GPX or other Georgia-Pacific products, call nearest G-P distribution center or write to Georgia-Pacific, Department No. SBS160, Equitable Building, Portland, Oregon.

Arizona: Phoenix • California: Bakersfield, Fresno, Los Angeles, North Hollywood, Oakland, Riverside, Salinas, San Jose • Connecticut: Meriden
District of Columbia: • Washington • Georgia: Atlanta • Illinois: Chicago 17, Chicago 26, East Peoria • Louisiana: New Orleans, Lafayette • Maine:
Lewiston • Maryland: Baltimore, Easton • Massachusetts: Waltham • Michigan: Grand Rapids, Royal Oak • Missouri: St. Louis • Montana: Billings • New
Hampshire: Manchester • New Jersey: Long Branch, Port Newark, Vineland, Clifton • New York: New Hyde Park, L.I., Yonkers • North Carolina: Charlotte
Ohio: Akron, Cleveland, Toledo • Oregon: Eugene, Portland • Pennsylvania: Hatfield, Lancaster, New Castle, Philadelphia, Pittsburgh, Williamsport
Rhode Island: Providence • South Carolina: Columbia, Greenville • Texas: Dallas, Fort Worth, Houston, El Paso, San Antonio • Utah: Salt Lake City
Virginia: Richmond • Washington: Olympia, Pasco, Seattle, Spokane, Tacoma • Wisconsin: West Allis • Distributors in other major U.S. cities.

They look alike, but...

sell Dur-o-wal to keep them alike!

Two masonry walls: They can be twins in surface charm and solidity. Yet, one can be the better building investment—free of maintenance problems for important extra years. That's the one built with Dur-o-wal.

When you sell Dur-o-wal masonry wall reinforcement, you're selling not just a structural device, but first-rate *building investment protection*—something in which every man who puts money into building is naturally

interested. Tell 'em! You'll sell 'em!

A wall reinforced every second course with Dur-o-wal has 71 per cent greater flexural strength than its unreinforced counterpart. With its trussed design, butt-welded construction, scientifically deformed rods, Dur-o-wal is considered the most practical thing of its kind by builders everywhere. A stock of Dur-o-wal is a good investment for you, wherever you do business.

DUR-O-WAL®

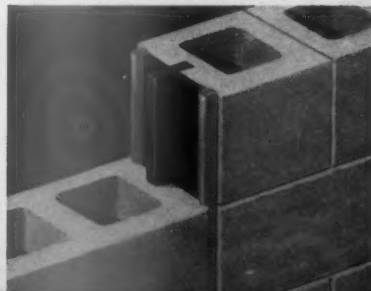
Masonry Wall Reinforcement and Rapid Control Joints

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO



Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joints, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.





Dean



Baldinger

YALE & TOWNE MFG. CO. . . .

John A. Baldinger has been assigned responsibilities for handling all domestic and foreign materials handling equipment produced by this company. He succeeds **Elmer F. Twyman**, who retired. **Clyde R. Dean**, former general sales manager of materials handling division, replaced Baldinger as general manager. Previously assistant to the senior vice-president, **George A. Wulf** has been appointed manager of the Philadelphia Materials Handling Sales and Service Branch of Yale's Materials Handling Division. Philadelphia branch, headquarters for Yale industrial lift truck and industrial tractor shovel sales and service, includes Maryland, Delaware, Virginia, and eastern tip of West Virginia.

WOOD CONVERSION CO. . . .

New assistant sales promotion manager for this St. Paul firm is **J. W. Skinner**, former building products salesman in the Chicago district. Skinner will handle firm's promotional activities in Chicago-Detroit districts, and will work with district managers and salesmen on new types of distribution outlets, large volume customers, new and specialized products and markets, and transplanting of successful sales programs from one territory to another.

UNITED SHOE MACHINERY CORP. . . .

Located at Shelton, Conn., plant where "POP" rivet production is centered, **Robert H. Kane** is newly-elected advertising manager of company's "POP" rivet division. Kane was formerly with Heli-Coil Corp. in the same capacity. He has previously served as advertising-sales promotion manager, General Electric Supply Co., and later as director of public relations for Connecticut Railway and Lighting Co.

ALUMINUM COMPANY OF AMERICA

Appointed manager of residential sales, **Thomas J. Lannen** succeeds **William S. Ellis Jr.**, new advertising promo-

tion manager. Lannen will head Alcoa's expanding long range product development activities in the residential field, directing enlarged residential building products division of sales department. Since 1954, he has been manager of industrial building products sales.

DOUGLAS FIR PLYWOOD ASSN. . . .

Two men have been added to the field promotion staff of DFPA. **Gene R. Taylor** replaces **Robert Tracy**, who resigned, in Oklahoma City. **Edwin L. Jones Jr.**, assigned to Houston, comes to DFPA after three years as safety engineer for Texas Employers Insurance Assn. at Abilene and Houston. Members of 60-man DFPA field promotion staff, headed by **Stanley A. Taylor**, work with plywood producers, sellers, specifiers, and users to provide information and advice on product.

PORTLAND CEMENT ASSN. . . .

This national organization to improve and extend uses of portland cement and concrete has elected **Elroy King** to its board of directors. King is president of Halliburton Portland Cement Co., Corpus Christi, Texas. Association is voluntarily supported by more than 70 companies manufacturing portland cement in the U. S. and Canada.

HARBOR PLYWOOD CORP. . . .

Named director of industrial relations for this plywood manufacturer is **William W. White**. Department is established by Harbor as part of long-range expansion.

ALLIED CHEMICAL CORP. . . .

Joining Barrett Division originally as director of sales training and promotion, **Wesley E. Gatewood** has been appointed director of field sales. He formerly was assistant district sales manager for Armstrong Cork Co.

JOHNS-MANVILLE CORP. . . .

Recently promoted to vice-president as well as general manager, building products division, is **R. S. Hammond**, company veteran of 33 years. Hammond succeeds **W. R. Wilkinson**, who retired. **George H. Martens Jr.** now is manager of industrial building products sales department, building products division, succeeding Hammond. **Myles E. Sweeney** has taken over newly-created post of general product manager, industrial building products sales department, with headquarters in New York. Sweeney has been district sales manager at San Francisco.



Hammond



James

THOR POWER TOOL CO. . . .

Formerly district manager of the Indianapolis branch, **Richard E. James** has been appointed district manager of Thor's Atlanta sales office. He replaces **James Q. Golden**, named district sales manager in Philadelphia.

PONDEROSA PINE WOODWORK

Newly-appointed general manager of this woodwork manufacturer is **Robert H. Herbst**, who fills the vacancy of the late **Robert A. Morris**. Herbst has served as assistant general manager since 1954.

FLINTKOTE

Heading the new marketing research department is **Gerald Gilligan**. **Howard Graham**, former general assistant in company's New York office, is Gilligan's assistant . . . Assistant to vice-president-sales is **Tom McDonald**, who will coordinate activities of newly-designated merchandising managers . . . **Clair W. Crider**, appointed Eastern division sales manager, flooring and adhesives division, succeeds **Houston Boyet**. Crider, with Flintkote since 1953, was floor tile salesman in Memphis and Houston, and more recently, was sales promotion manager in Chicago. Eastern division reaches from Maine to South Carolina.

PLYWOOD SERVICE, INC. . . .

New district sales representative for the territory including West Virginia is **Leonard P. Lauder-gan**. He previously was Eastern district sales manager for plywood, hardboard and doors, Evans Products Co. Plywood Service is exclusive national sales representative for Pacific Plywood Co., Pacqua, Inc., Umpqua Lumber Co., and Sierra Lumber Co.

GEORGIA-PACIFIC CORP. . . .

George A. McSwain has been named manager of corporation's central research laboratory at Hillsboro, Ore. McSwain has been assistant director of research for Timber Engineering Co., Washington, D. C.

high profit blue chip stock in a booming market...

... FLASH! SURVEY SHOWS 90% OF
HOMEOWNERS WANT ADDED BATHROOM
NOW! TREND TO CERAMIC TILE SWEEPING
AHEAD. MISCERAMIC TILE OFFERS COMPLETE
LINE QUALITY FLOOR, WALL TILE, TRIM,
ACCESSORIES, ADHESIVES, GROUT, TOOLS,
RAPID SERVICE TO ENTIRE U. S. LIMITED
NUMBER DISTRIBUTORSHIPS OPEN.
WRITE, CALL, WIRE MISCERAMIC TILE,
CLEVELAND, MISS. AT ONCE!



Misceramic Tile

CLEVELAND, MISSISSIPPI

Shown: Wedgewood Blue, one
of 14 sales-exciting colors in
Misceramic "Classic" wall tile.

MANUFACTURER NEWS



AKRON, OHIO: Production of flooring, counter toppings, and wall coverings now is devoted exclusively to that comprised of vinyl materials by **Goodyear Tire & Rubber Co.** On January 1, company discontinued production of its rubber flooring lines, because "vinyl products represent fastest growing portion of flooring industry."

NEW YORK, N. Y.: Record sales and earnings for first six months of its fiscal year were announced by **U. S. Plywood Corp.** Improved earnings were believed attributable primarily to increased sales in all product categories and improved and expanded manufacturing facilities . . . U. S. Plywood has opened additional branch distribution warehouses in Mobile, Ala.; Columbus, Ga.; and Lafayette, Ga. Construction has begun on Novoply plant at South Boston, Va.

ROTAN, TEX.: **National Gypsum Co.** will begin major expansion of its plant here next spring. Expansion is estimated to provide enough gypsum wallboard, lath, plaster, and other gypsum building products for some 75,000 homes yearly.

CLINCHFIELD, GA.: **Penn-Dixie Cement Corp.** plans major expansion of its plant here, reportedly to double capacity. Addition, scheduled for late 1960, will increase annual production from 1,100,000 to 2,300,000 barrels.

CHARLOTTE, N. C.: **Wood Conversion Co.** has appointed Donald R. Sweet as building products salesman in western North Carolina. Formerly associated with Lane Co. of Altavista, Va., Sweet will sell Balsam-Wool insulation and Nu-Wood insulation board products to retail lumber dealers.

ATLANTA, GA.: **Marquette Cement Mfg. Co.** has named Jack E. Dalton sales representative in the Greater Atlanta area. Dalton replaces Albert Donnaud, retiring after nearly 30 years of service with Marquette and its subsidiary, Southern States Portland Cement Co.

BIRMINGHAM, ALA.: Despite severe damages recently caused by fire at the firm's North Birmingham plant, **W. S. Dickey Clay Mfg. Co.** is continuing to fill all orders. Efforts are being made to increase production at other plants to offset loss caused by fire.

PEOTONE, ILL.: **Zegers, Inc.,** manufacturer of weatherstrip-sash balances and other window equipment, has begun construction of new 18,000 sq. ft. plant here. Most of plant's capacity will be devoted to manufacturing company's Dura-seal Combination Weatherstrip and Sash Balance with Zelite finish process.

COLUMBIANA, OHIO: **F. S. Russell Co.** — maker of windows, doors, and allied products — has acquired manufacturing facilities of **Rado-matic Corp.,** Cleveland, manufacturer of electronic garage door operators. Cleveland company intends to manufacture and market other products under Rado-matic name.

YORK, PA.: Shingles are being packaged automatically in **Certain-teed Products Corp.'s** plant here. Plant reportedly has completely installed automatic packaging machinery. Conversion of all Certain-teed plants to process is in progress, with work scheduled for completion by June.

EL DORADO, ARK.: Lillard L. Bolls, veteran roofing asphalt sales-

SEEKING RE-ESTABLISHMENT of freight allowance for pickups at Northern aluminum suppliers by Florida manufacturers, Florida Aluminum Window & Door Manufacturers Assn. has been formed with headquarters at Hialeah, Fla. Comprising the association are 23 major Sunshine State aluminum products manufacturers and 21 allied associates, said to represent \$150-million-a-year business group which pays out annually more than \$35-million in payrolls. Heading new organization, above, are (front row, l to r) Willard Ware, director; S. H. Vuncannon, president; and Martin Blumenthal, director. In back row, are (l to r) Yale Ogden, secretary; Alexander Miller, director; and William J. Mathews, 2nd vice-president.

man for **Lion Oil Division, Monsanto Chemical Co.,** has retired after twenty-five years of service. Bolls is retained as manufacturer's representative for Lion roofing asphalt packaged goods in national territory east of the Mississippi River, with exception of Mississippi state.

CROSSETT, ARK.: **Crossett Co.** will build a \$6-million plant here, to produce medium density wood shavings board from gum wood under franchise issued by **Roddiss Plywood Corp.** of Marshfield, Wis. Construction will begin early in 1960. Mill capacity is estimated at 100 tons per day, or approximately 25 million square feet per year on basis of ¾" thick board. Roddis holds exclusive rights in U. S. for manufacture of this product, trademarked Timblend wood shavings board.

LITTLE ROCK, ARK.: For the fourth year, **Fordyce Lumber Co.** has given \$5,000 to Arkansas Foundation of Associated Colleges. Foundation consists of seven private colleges.

DETROIT, MICH.: M. M. Anderson has been appointed vice-president-engineering of **Stran-Steel Corp.** Headquartered in new Terre Haute, Ind., engineering center, Anderson will be responsible for product development and all other engineering functions.

JOLIET, ILL.: **Johns - Manville Corp.,** of New York, has acquired **F. E. Schundler & Co., Inc.,** here, under agreement providing for issuance of 148,000 shares of Johns-Manville authorized, but unissued, common stock in exchange for all outstanding Schundler capital stock. Schundler is engaged principally in production and processing of crude perlite.

LANCASTER, PA.: **American Hardware Corp.,** of New Britain, Conn., has entered into purchase

MOST PROFITABLE 10 SQUARE FEET IN YOUR STORE!

Stores, displays,
SELLS 120 4' x 4'
sheets in only 10
sq. ft. FREE with
initial order.



New Random
V-Grooved Wood
Panel. Faithfully
reproduced from
finest grades of
wood. Each sheet
matches perfectly.

PANELBOARD's

Traffic Stopping Merchandise Rack Gives you BIG Volume - at 60% Mark-up

This profit-packed rack helps you exploit America's most versatile wallboard for all its worth. And it's worth plenty!

Each turnover of 4' x 4' PANELBOARD sells for \$950. A turnover of 4' x 8' sheets (in the 20 sq. ft. rack) gives you \$1900. PANELBOARD's price, superlative quality and unique features keep your stocks turning merrily many times a year.

FINGER-TIP MERCHANDISING AT ITS EASIEST

The PANELBOARD Rack lets customers examine all the modern patterns in a magnificent array of colors — exclusives like Copper, Marbltone, Pearlstone, Colored Panel-Peg, as well as Tile and others. The Rack is yours with your first order.

Wholesalers:

Our jobbers count
their sales in carloads.
Let us show you how.
Write or wire.

WE'LL HELP YOU SELL!

This is only one of the strong merchandising aids provided with Super-Melamine Coated PANELBOARD. Besides home owners, we'll help you sell builders, contractors, stores, offices, etc. Recent sales by our dealers include:

Boston: 120 sheets Woodgrain & Marble to a Nursing Home (over \$1,900).
New York: \$1,250 worth of colored Panel-Peg for a Showroom.
Pensacola: 180 sheets of Tile to a Housing Development (over \$2,300).
Scranton: \$1,200 worth of Copper Tile for a Restaurant.
East Texas: 128 sheets Marbltone for a Supermarket modernization (\$1,650).

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in Wallboard**

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Branch: 687 Antonia Ave., Los Angeles 31, Calif.
Southern Sales Office: 5176 Powers Ferry Rd., N.W.,
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*We back every PANELBOARD sale you make
with a 5 year written Guarantee. How can you
lose? Send the coupon or write today for
full facts.*

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Company.....	
Street.....	
City.....	Zone..... State.....

agreement with **Safe Padlock & Hardware Corp.** here, in which Safe becomes separate operating division of American Hardware. Douglas W. Franck, Safe president, will continue to manage operations, maintaining present sales and manufacturing organizations in Lancaster.

ST. LOUIS, MO.: Solmica, Inc., manufacturer of aluminum siding, is now producing in volume aluminum fascia in standard sizes for residential housing. Firm will also supply aluminum soffit, other component in maintenance-easy system of roof overhangs.

LAKE WORTH, FLA.: Glide-all sliding doors are being produced in **Woodall Industries, Inc.'s** manufacturing operation recently established here. With production beginning in October, it became fifth Woodall door plant. Lake Worth was selected because of its central Florida location, providing road and shipping facilities to all state areas.

KANSAS CITY, MO.: Polaris Electronics Corp., newly-formed firm manufacturing electronic device to automatically control lights and other electrical appliances, has opened offices at 2600 Grand Ave. Production facilities are located at Cameron, Mo.

NEW YORK, N. Y.: Richard Ziebell Associates has been appointed as representative for **Amsterdam Corp.,** in Midwest. Vico ceramic line will be featured in their territory which includes Missouri and Kansas.

MORGANTON, N. C.: Austin M. Smith has been appointed sales representative in the state for **Landers-Segal Color Co.,** manufacturer of cement colors. Smith will have charge of bulk sales, packaged dry colors, and related products to wholesale paint and hardware distributors. He will also handle sale of Lansco cement and mortar colors.

MEMPHIS, TENN.: **Southern Shellac Co.,** wholly-owned subsidiary of **Plough, Inc.,** has acquired Webb Products Co. in San Bernardino, Calif., and Webb Products Co., Inc., in Norcross, Ga., as well as majority interest in Webb Products Co. (Canada) Ltd. Southern Shellac, manufacturer of liquid shellac, was acquired this year by Plough, Inc. Its brand name products, Indo Shellac and Incolac, have nation-wide distribution.

TOPTON, PA.: **Caloric Appliance Corp.** has announced plans to expand its Porcelain Enamel Dept., increasing capacity by 50 per cent. Expansion program, expected to be completed during first half of 1960, will not interfere with present operations. Major new equipment to be added are 135' straight-through furnace; complete alarm system with moveable furnace floor; application lines for dipping and spraying ground coat and lining; enlarged

curtain wall assembly and laminating building; and loading platforms to handle large panels.

BUFFALO, N. Y.: **National Gypsum Co.** has reported its third quarter sales and earnings were highest for any three-month period in the company's history. Chairman Melvin H. Baker said that record sales and income "reflected both high rate of residential building and company's expansion program which has resulted in greater coverage of construction market."

CHICAGO, ILL.: **Marquette Cement Mfg. Co.** has reported 19 per cent gain in net income for quarter just closed, as compared with same period last year. For first nine months, Marquette reported 16 per cent improvement in net income in comparison with year ago.

CHICAGO, ILL.: Boards of directors of **American-Marietta Co.** and **Dewey Portland Cement Co.** voted recently to abandon proposed merger plans.

LITTLE ROCK, ARK.: **Ideal Cement Co.** here recently celebrated its 30th anniversary.

FAIR LAWN, N. J.: Brice Gaston has been appointed representative for **Lee Millwork Corp.,** manufacturer of Lee Craft line. Gaston will promote Lee products in Texas, Oklahoma, Louisiana, and Arkansas.

AMBLER, MASS.: Dedication ceremonies marking completion of first phase of major expansion program by **Keasbey & Mattison Co.** — manufacturer of asbestos, asphalt, and heat insulating products — were held recently with formal opening of company's new headquarters office building and research and development center here. Office building contains 20,000 sq. ft. of floor space on two floors, housing K&M's executive, financial, purchasing, and statistical activities. Research and development center reportedly is one of most modern in industry, boasting thermal conductivity room, artificial climate room, as well as separate laboratories for individual product research.

LEESBURG, FLA.: **Evans Pipe Co.,** Uhrichsville, Ohio, has purchased 30-acre industrial site here for construction of plastic pipe plant. Evans, manufacturer of clay pipe, face brick, and allied clay products, recently began pioneering in the field of plastic sewer pipe through its Evanite Division, and currently operates a plastic pipe extrusion plant in Carrollton, Ohio.

CHICAGO, ILL.: **General Portland Cement Co.** today reported sales of \$17,840,400 and earnings of \$3,332,700 after taxes in three months ended September 30, compared with sales of \$17,392,600 and earnings of \$3,509,100 in corresponding period a year ago.

CINCINNATI, OHIO: **Skil Corp.** of Chicago has opened a new branch office here. Branch will supply parts to distributors, authorized service stations, and Skil power tool users in northern and central Kentucky, central and southern Ohio, western West Virginia, and southeastern Indiana. Manager of service operation is Robert Cahill. Thomas Collins is district sales manager for branch.

TAMPA, FLA.: **Florida Industries, Inc.,** has expanded operations, building new plant here. Open house was held recently at the plant and offices, located at Anderson Road and Diana.

COSHOCOTON, OHIO: Sales representatives for Textolite, **General Electric's** line of decorative surfacing plastics, were recently named here by company's Laminated Products Dept. Among those appointed were Donald J. Miller, Houston-San Antonio, Texas, area; and John E. Rhoads, Atlanta, Georgia.

CHICAGO, ILL.: **Major Industries, Inc.,** has reportedly become first range hood manufacturer to turn to large-scale appliance production. Richmond, Indiana, plant of Crosley Division, Avco Corp., will provide complete manufacturing and research facilities for Major Industries. Company reports that unitized construction of Nautilus hood, combined with mass production techniques, is enabling it to introduce deluxe model priced for mass market.

CENTER, TEX.: **E. L. Bruce Co. of Texas** is newest member of Hardwood Plywood Institute. Company is subsidiary of E. L. Bruce Co., manufacturer of hardwood floors. Products will bear HPI grade trademarks. Officers are: E. L. Bruce Jr., president; Walter J. Wood, vice-president in charge of sales; and Robert O'Donahue, plant manager.

TACOMA, WASH.: **Silvatek Div., Weyerhaeuser Co.,** has announced performance guarantee and newly-initiated grade-marking program on its Versaboard particle board floor underlayment. Each panel of Versaboard floor underlayment carries Weyerhaeuser Versaboard A-A face circular design label.

BROKEN BOW, OKLA.: Work is scheduled to begin on a \$1½-million **Dierks Forest, Inc.,** lumber plant here. Completion target is late 1960 or early 1961. It will have an estimated capacity of 200,000 square feet of insulation board per day.

SEARCY, ARK.: Fire swept through lumber drying kilns at **Searcy Flooring and Mill Co.** here, causing damage estimated by owner at \$150,000 to \$200,000. Five kilns burned contained about 150,000 board feet of lumber.

GREENVILLE, MISS.: **Delta Step Co.** will make pre-cast portable concrete steps.

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BUILDER

and USER



Natural beauty for a lifetime of wear comes with the warmth of wood floors and paneling. The finest in hardwoods for these building necessities have been supplied to Southern builders for thirty-five years by Atlanta Oak Flooring Co. Check the sign of supply for:

Oak and Maple Flooring
Domestic and foreign hardwoods
Hardwood paneling for every purpose
Sugar, Ponderosa and Parana Pine
Redwood, Douglas Fir, Larch, Red Cedar,
Redwood Siding, Fir Plywood.

And for these modern miracles in building:

Textolite plastic counter surfacing
Marlite wall and ceiling panels
Barclay Panels, Paneling, Fiberglas
Pionite Lifetime Laminates.

ATLANTA OAK FLOORING CO.

GENERAL OFFICES AND PLANT, ATLANTA, GEORGIA

BRANCHES

CHARLOTTE, N. C. • RALEIGH, N. C. • CHATTANOOGA, TENN. • ORTOWOOD, N. C.
SAVANNAH, GA. • MIAMI, FLA. • JACKSONVILLE, FLA. • OMAHA, NEB. • ST. LOUIS, MO.

**MODERN!
WABASH**

VISTA

Tomorrow's window



DISTINCTIVE VISTARAMA CASEMENT WINDOWS—with exclusive Vistarama removable framed grids. Slimlined elegance combined with a smart decorator touch.

YEARS AHEAD of all other windows—Vistarama leads in design, engineering and construction. Quality craftsmanship combines with “new idea” features to make Wabash Vistarama the wood window line that sells on sight.

The Wabash Vistarama line, with its new dimension in styling, offers you windows to sell for every home, every room. Not shown above are Vistarama Panel Windows . . . versatile units that install in countless groupings; can be used as awnings, hoppers, fixed units or as economy casements. And gracious

Vistaview Picture Windows combine with any ventilating unit in charming combinations.

All Wabash Vistarama units are crafted of preservative-treated Ponderosa Pine . . . backed by 75 years of Wabash woodworking skill. Ask your jobber for the facts on this modern line of quality wood windows . . . check his complete stocks . . . his high-powered arsenal of promotional and selling aids. Find out how easily you can take on the modern window line—the “new idea” line with features that sell on sight—Wabash Vistarama.

features...here today!

RAMA

WOOD
WINDOWS



MODERN VISTARAMA PICTURE-AWNING WINDOW—for a picture view and fresh air, too. Fixed upper sash, ventilating lower sash in a single Vistarama unit.

Typical Vistarama advanced design features:

MORE WEATHER-TIGHT—neoprene weatherstrip, applied to the frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

RIGID CONSTRUCTION—assures permanently square frames. Glued and pinned slot and tenon construction.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster and easier to reglaze.



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Addison-Rudesal, Inc., Atlanta, Ga.
Central Warehouse Corporation, Bristol, Va.
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Dealers Warehouse Corporation, Knoxville, Tenn.
Dyke Bros., Kansas City, Missouri
Harris-Webber Sash & Door Co., Nashville, Tenn.
Reserve Warehouse Corporation, Chattanooga, Tenn.
Scott Sash and Door Co., Little Rock, Ark.

WABASH VISTARAMA IS THE REGISTERED TRADE-NAME OF

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DEALER NEWS



LUMBER DEALER'S ANSWER to what Lu-Re-Co President Clarence A. Thompson calls "big two-pronged challenge of 1960 — increasing pre-fabrication and swing to aluminum construction —" is this Lu-Re-Co approved aluminum-clad home, recently unveiled. For production and sale solely through independent lumber dealers, home features 18 Reynolds aluminum products, including siding, soffit, windows, and rain-carrying equipment. It is built on the Lu-Re-Co system of component construction.

LOUISIANA

NEW ORLEANS: Earl Robinson Jr. has been elected president of Southern Hardware and Lumber Co., succeeding James J. Gazin, who becomes board chairman. Other officers selected were: E. S. Robinson Sr., vice-president; and Mrs. E. S. Robinson Sr., secretary-treasurer. Robinson Jr. is currently serving as projects chairman of the Home Improvement Council . . . Hill-

Behan Lumber Co. has opened a new supply center to serve retail trade, contractors and supply plants. Air-conditioned center will concentrate on manufacture of Southern pine and hardwood lumber and manufacture crates, boxes, pallets, millwork and mouldings, serving as important new sales outlet for Southern lumber.

CHARTERS OF INCORPORATION: Emmick Lumber Co. of Louisiana, Inc., DeQuincy, listing capital stock of \$8,000; Hammett-Daniel, Inc., Shreveport, lumber and building supplies, 2,000 shares at no par value; and Maxie Duhon Lumber Co., Inc., Milton, listing capital stock of \$10,000.

GEORGIA

DECATUR: DeKalb Supply Co. recently celebrated its 50th year in the building supply business. One of the oldest supply firms in the Atlanta area, it was founded by the late Charles A. Matthews Sr.

KENTUCKY

COVINGTON: Blaze swept through Kelly Brothers Lumber Co.'s main building. Cause of the fire has not been determined. Dam-



Immediate delivery, factory service from Caldwell's Jackson SPIREX plant

Southern Spirex customers get far more than warehouse service! Our Jackson Spirex plant is a complete manufacturing facility, staffed by capable manufacturing people. Luther Johnson, plant manager, is familiar with southern building practices and requirements, and the entire operation is geared to serving these needs. When you specify Spirex, you get the best sash balance, you get the exact size and type needed, and you get it when you want it!

For complete information on SPIREX contact the Caldwell representative in your area, or write directly to the factory.



CALDWELL MANUFACTURING CO.
Rochester, N. Y.—Jackson, Miss.

Caldwell's Southern Spirex Plant, in Jackson, Miss., serves the South and Southwest with complete factory facilities.

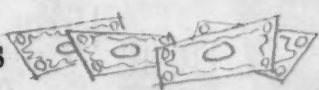



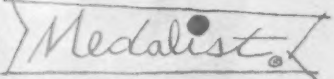

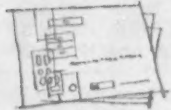



SPIREX

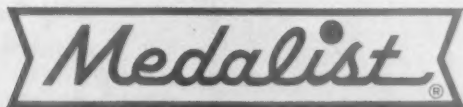
the spiral sash
balance with
full-length coil spring

Every SPIREX balance has a full-length coil spring of patented design which eliminates internal friction. The SPIREX spring is housed in a rigid metal tube, securely fastened at both ends. This means longer lasting, smoother, quieter window operation.



Mr. Dealer:

Here are 4 big reasons why you'll increase
your hardware sales  with MEDALIST.
1st...new NATIONAL LOCKsets  and shining
MEDALIST   cabinet hardware creations
offer the finest selection ever. 2nd...you'll enjoy
"Direct-to-Dealer" prices  and "Direct-to-Dealer"
 service from conveniently located ware-
houses. 3rd...new, more effective  *Medalist*
full-color hand-out folders,  a 16-page
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richly-finished  cabinet hardware display
boards help you sell. 4th...MEDALIST ads
appear  in all major consumer "shelter"
magazines, to build year-round demand. Become a
MEDALIST dealer today and reap the benefits of
up-to-date distribution. 



MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

IT'S THE SHAPE OF THINGS THAT COUNT

MEET US AT BOOTH #146



VULCO offers the widest selection of Rolled-Formed and Extruded Aluminum Component Shapes for Storm Windows, Porch Enclosures, Screen Doors and Screens. Write for complete information!

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No. 301
Glass Frame
3/8" x 15/16"

No. 305
Mullion 1/4" x 3/4"
for 301, 303 and 321

No. WE-1
Drop-In Glaze
Glass Frame
15/32" x 15/16"

No. 702
Box Frame with
.160 Plastic Spine
Groove, 7/16" x 3/4"

No. 321-323
Weather Stripped
Glass Frame
3/8" x 15/16"

No. 303
Jalousie Glass Frame
3/8" x 15/16"

No. WE-2
Drop-In Glaze
Jalousie Glass Frame
15/32" x 15/16"

No. PE-4
1" Square Tubing with
Kick Plate Groove

No. 321-322
Weather Stripped
Jalousie Glass Frame
3/8" x 15/16"

No. WE-8
Glass Frame for
Picture Window
1/2" x 1-1/8"

No. WE-7
Mullion 3/8" x 1"
for WE-1 and WE-2

No. PE-11
1" Square Tubing



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SALES OFFICES: Atlanta, Ga.; Birmingham, Ala.; Liberty, Mo.; Los Angeles, Calif.;
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☐ SCREENS ☐ DOORS ☐ WINDOWS ☐ ENCLOSURES

NAME

ADDRESS

CITY STATE

age reportedly was extensive to one-story building and lumber and mill products stored inside.

MARYLAND

FEDERALSBURG: J. H. Noble Lumber Co. has been sold to new corporation here. Corporation officers are: Dwight Smith, president; Charles E. Kozich, vice-president; and William P. Windsor, secretary-treasurer. Kozich, with Noble since 1940, will serve as general manager.

MISSOURI

ST. LOUIS: A. B. Siener has been promoted to vice-president and merchandising manager, retail store and yard division, Hill-Behan Lumber Co. Other appointments include: Leo A. Solari to vice-president and manager, Millwork Division; H. J. Neuner to Hardware Division manager of St. Louis area; and W. L. Behan III to advertising manager.

NORTH CAROLINA

GREENSBORO: David J. Robinson has been named treasurer of Daniel Lumber Co., Inc.

CHARTER OF INCORPORATION: Burke Lumber, Inc., Morganton, building materials, authorized capital \$500,000, to begin business with \$400, by Otis H. Pitts, Ralph S. Pitts, Philip H. Pitts, and Noah O. Pitts Jr.

OKLAHOMA

OKLAHOMA CITY: At a recent stockholder's meeting here of Carey Lumber Co., William P. Carey Lumber Co., and Carey Lumber & Supply Co., the following officers and directors were elected: Frank E. Carey Jr., president, treasurer, and director; William V. Carey, vice-president, secretary, and director; G. P. Sharpe, vice-president, general manager, and director; Katharine Carey O'Connor, vice-president and director; Ruth Stack Carey, vice-president and director; E. S. Anderson, assistant secretary; and Nell Cochran, assistant treasurer. The election followed recent passing of Charles D. Carey, 72, of Oklahoma City, son of the firm's founder.

TEXAS

DALLAS: Clem Lumber Co. was destroyed by fire punctuated with explosions. Loss was estimated at \$400,000 — heaviest in Dallas in 1959. Firemen have been unable to determine cause.

FORT WORTH: In the early

SUN STUDS, Inc.

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packaged and loaded for
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every stud holds to grade ■

also crossarms ■

shop ■

clears ■



the quality-conscious builder knows that when he builds with **Sun Studs** he has a completely reliable material...of consistent premium quality ■ he places the same trust in **Sun Studs** that he does in his precision tools ■ every **Sun Stud** is kiln-dried ■ old growth douglas fir ■ wax end sealed ■ sold by better dealers everywhere ■ consistently the finest quality studs in the nation.

Sun Studs
...as
reliable
as a
good
tool

BUILDING SUPPLY DISTRIBUTORS GET NEW VOLUME . . . MORE PROFITS

WITH

SECURITY!

WHY FIGHT ALUMINUM?

Everywhere progressive Building Supply Distributors, alert to new opportunities for increasing gross income, are discovering new and better ways to *plus* profits in the fast-growing use of aluminum in home building and remodeling.

They've also discovered the one safe, sure way to secure new volume with more profit, is by handling Security's complete line of RFT* Aluminum Combination Storm Windows and Doors, Siding, Roll-Up and Stationary Aluminum Awnings as well as Patio Covers.

SECURITY WINDOWS AND DOORS



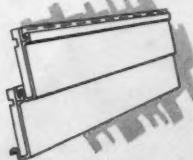
Security's regular line of aluminum windows and doors are self-storing. Consequently they are the easiest to operate and structurally the strongest to be found anywhere. This is due to *exclusive roll formed processing* which gives these products *five times*

the density of ordinary aluminum. Result: a smoother, satin finish that resists pitting and oxidation. RFT* means closer tolerances for longer lasting operation and torsional rigidity that leaves nothing to be desired.

WHITE is the color that designates Security's finest line of RFT* Combination Windows and Doors. This 100% all-Vinyl finish is baked on to create a permanent smooth bonded surface that will not chip, blister or peel. Blends perfectly with every architectural style.

Whatever the finish, there's a job-tailored Security model to fit double-hung windows, sliding windows, picture windows, casement and basement windows in all popular sizes.

SECURITY SIDING—PANELING



The most complete line ever offered. It includes "Stack-On" design for 33% faster installation as well as "Push-Up" type panels. Also included in the Line are horizontal and vertical V-Groove paneling for variety and contrast. Available in white and other desirable colors. Ideal for inside or outside installation.

SECURITY ALUMINUM AWNINGS



Pre-assembled and pre-packaged, ready to install. Additional stepping stones to added sales and more profit.

And that's not all—

SECURITY HELPS YOU SELL ALL ALONG THE LINE!



When you operate under a Security Sales Franchise, both you and your salesmen benefit from a product orientation program with continued sales training as long as you feel you require it. In addition you receive sales support all along the Line from merchandising sales aids

which include Point-of-Purchase Posters, Folders and Brochures, Direct Mail, Ad Mat Services, National Advertising, Radio and TV "Spot" promotion and a variety of other pre-tested and proven sales tools.

*Roll-Formed Tubular Construction

Why deal with many sources when Security gives you all the product coverage and protection you require—and more! MORE QUALITY! MORE UNIQUE FEATURES! MORE PRESTIGE! MORE PROFIT! Get your share of the ever-increasing and profitable Aluminum business in your area—GET IN TOUCH WITH SECURITY TODAY!

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1920

SECURITY

ALUMINUM COMPANY

403 Midland Avenue • Detroit 3, Michigan

World's Largest Manufacturers
of RFT* Aluminum Storm
Windows and Doors

morning, two men, one an ex-convict, were captured in the offices of Penry Lumber Co., minutes after they had broken in. Police noticed open door, catching the men just as one hit a wall safe knob with a claw hammer.

HOUSTON: B. J. (Bob) Stahlman is new president of Retail Lumber Dealers Assn. of Houston. Other officers include: D. G. McNair, vice-president; August Bering III, treasurer; and Joe Butler, secretary-manager.

SOUTH CAROLINA

GREENVILLE: George Ross, president and treasurer of Ross Builders Supplies, Inc., has been elevated to board chairman; and Wade H. Stephens, vice-president and general manager, has been elected president. Other officers selected were: George Ross Jr., vice-president and treasurer; and M. S. Bell, vice-president. Directors include George Ross, Charles E. Daniel, Alester G. Furman Jr., J. P. Williamson, Wade H. Stephens, George Ross Jr. and H. R. Stephens Jr. of Greenville; C. B. Nichols and P. Frank Watkins of Anderson; and Charles Owen of Asheville, N. C. Company is currently constructing two branches in the Atlanta, Georgia, area at Norcross and Forest Park. Branches are scheduled to open next spring.

CHARTER OF INCORPORATION: General Building Supply Co., Beaufort, wholesale and retail building materials, listing capital of \$90,000, headed by Durwood Winge, president; Ralph T. Mock, vice-president; and John R. Dodge, secretary-treasurer.

OBITUARIES

ROBERT HILL HAENER, 70. Manager of Arkmo Lumber Co., Memphis, Tenn., and member Southern Sash and Door Assn. and Hoo-Hoo.

HARRY L. LAWSON, 62. General manager of Mack Lumber Co. in Hollywood, Fla.

HENRY CLAY ODOM, 51. Lumber dealer in Ahoskie, N. C.

LAMAR RAMSEY, 73. President of McComb Lumber and Coal Co. and Citizens Lumber Co. of Fernwood, Miss.

W. D. SYKES, 81. Retired lumber dealer of Murray, Ky.

JESSE PEERS, 75. Partner in Peers-McGlone Lumber Co. of Pine Bluff, Ark.

Only \$2⁷¹ a square foot
for this **DIXISTEEL** building



This DIXISTEEL Multiple Rigid Frame Building has 41,800 square feet of clear span working area. The complete cost, including sprinkler system, was only \$2.71 a square foot.



\$3.75 a sq. ft. for this 40 x 60 DIXISTEEL Building, including air conditioning.



\$3.87 a sq. ft. for this 100 x 120 DIXISTEEL Lo-Line which makes an ideal clear-span bowling alley.



\$3.32 a sq. ft. for this 7,000 sq. ft. DIXISTEEL Building, including air conditioning and all fixtures.

Beautiful DIXISTEEL Buildings offer the easiest, quickest, most economical way to have a modern structure for any type of business . . . from small work shops to large manufacturing plants.

DIXISTEEL Buildings are available in two complete lines: Standard, with a 4/12 roof slope, and the new Lo-Line with a 1½/12 roof slope.



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The exact thickness of baked transparent coating is checked by electronics — just one of the checks which guarantee the best quality protection of the famous Dexter jewelers finish.

Quality design, craftsmanship, materials . . .
quality that's built into every Dexter lock, quality
so uncompromising it has placed Dexter locks
among the world's finest. Quality that sells!

DEXLOCK
by **DEXTER**

DEXTER LOCK DIVISION

Dexter Industries, Inc. — Grand Rapids, Mich.

In Canada: Dexter Lock Canada Ltd., Galt, Ontario.

In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V.

Monterrey. Dexter locks are also manufactured in Sydney,
Australia and Milan, Italy.

BUY DEXTER

PRODUCT PARADE

TARPAULIN LINE

Additional line of tarpaulins is introduced by C. R. Daniels, Inc., Dept. SBS, Daniels, Md.



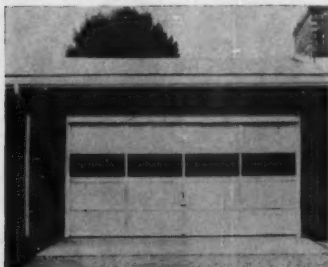
Line calls for folding and stitching $1\frac{1}{2}$ " to 2" hem. Greater durability reportedly achieved with 2-ply hem for side grommets and 4-ply strength on corner grommets. Seam stitching is flat with three rows of heavy thread. Brass grommets secured on each corner, and every 3' to 4' along sides.

Available in brown or green color, with 14 standard sizes ranging from 5' x 7' to 20' x 30' (cut size). Tarpaulins made of duck, with five pre-treatment weights — 8, 10, 12, 14.9, and 18 oz. Ropes available at slight cost.

Write A1 on reply card, page 85.

SECTIONAL GARAGE DOORS

Sectional overhead aluminum garage doors are introduced by Barberton Aluminum Specialties, Inc., Dept. SBS, Barberton, Ohio.



Aluminum doors — said to require virtually no maintenance — are available in wide range of residential and commercial styles and sizes. Manufacturer states that doors up to 20' wide can be operated without tugging or straining. Ball bearing rollers in heavy steel tracks purportedly assure quiet, easy operation. Counterbalance is either by torsion or stretch springs. Vinyl tubing between sections reportedly seals out cold, dust, and dirt. Bot-

tom edge of door features adjustable vinyl astragal.

Write A2 on reply card, page 85.

VINYL-CORK TILE

Four tile patterns have been added to Vinyl-Cork line of Dodge Cork Co., Inc., Dept. SBS, Lancaster, Pa.

Patterns, all with dark cork background, round out decorative line introduced in light cork shades last year. Silverspun purportedly is enhanced by silver thread design; Goldspun, with gold thread design; Emeraldtone, with iridescent green chips; and Desertone, with gold chips. Thread and chips, in random design in dark cork base, protected by clear vinyl surface.

Write A3 on reply card, page 85.

WINTER ROOF COATING



Winterized formulation of Fibre Glass Supercote roof coating is announced by Garland Co., Dept. SBS, 3748 E. 91st St., Cleveland 5, Ohio.

According to manufacturer, winterized Fibre Glass Supercote contains special additive, called Thermo-Flo No. 17, to assure easy application in coldest weather. Additive also reportedly keeps coating fluid, no matter what temperature, and assures adhesion on damp or frost-covered roofs.

Write A4 on reply card, page 85.

PRESTRESSED CONCRETE

Radial prestressing of concrete is method developed by Radistress Co., Dept. SBS, 1924 Temple Dr., Tallahassee, Fla.

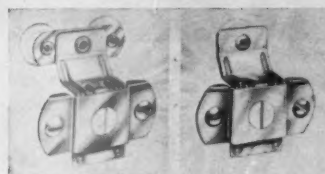
In radial prestressing, elongated encircling steel bands bind casting under great compressive forces in all directions. All around prestressing reportedly makes possible large, thin wall panels of light weight and high strength.

Sixteen-page folder available on request.

Write A5 on reply card, page 85.

SLIDING DOOR HANGER

Two new sliding door hangers are announced by John Sterling Corp., Dept. SBS, Richmond, Ill.



Thriftee Micro-Cam hangers are single and double nylon wheel hangers for by-passing doors. Low-cost hangers incorporate nylon Micro-Cam to permit easy and simple adjustment when raising or lowering doors. To plumb doors, it is necessary to turn nylon cam with screw driver, purportedly making precise adjustment.

Available in packaged sets of Thriftee sliding door hardware.

Write A6 on reply card, page 85.

CIRCULAR SAW SHIELD

Visual safety tool — designed to prevent circular saw accidents — is offered by Brett-Guard Corp., Dept. SBS, Englewood, N. J.



Safety device comes with aircraft-type shatter-resistant plexiglass shield covering saw. Said to allow full vision and complete accuracy in every type of circular saw operation. Shield protects operator from flying chips.

Safety guard available for all circular table saws with blades of 6"-16" diameter. With guard in place, operator purportedly can safely saw in dangerous operations, such as mitering, cross-cutting, compound mitering, and ripping.

Write A7 on reply card, page 85.

RUBEROID[®] helps you build



...FLOORING business

...with Ruberoid Floor Tile
1960 advertising
that will be seen by
51,000,000
magazine readers

Here's customer selling *for you* on a big scale. Ten important national magazines will carry RUBEROID Asphalt and Vinyl-Asbestos Floor Tile ads this year. This is the kind of support that will keep your "do-it-yourself" sales humming from the first of the year to the last.

The RUBEROID Floor Tile line offers you the widest color range in the industry, backed by a complete kit of sales promotion materials and displays. With the RUBEROID

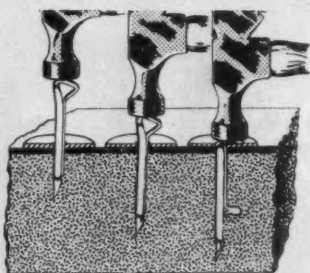
Floor Tile line you get everything you need to set yourself up as "Do-It-Yourself" flooring headquarters in your area.

See your RUBEROID distributor now or write The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.

Get the full RUBEROID Floor Tile story. It can mean a big profit pay-off for you. And remember—RUBEROID helps you build . . . flooring business.

RUBEROID[®]
FLOOR TILE

SELF-LOCKING NAILS



Improvements in No. 14 ES/nail — special self-locking fastener for se-

curing roofing felts to low density roof materials — have been made by ES/Products, Inc., Dept. SBS, 642 Fayette Ave., Mamaroneck, N. Y.

ES/nail strength reportedly has been increased for better performance in precast or poured low density roof decks through re-design of locking leg. Pre-punched ES/nail roofing cap is said cup-resistant, assuring proper operation and speedy roofing application.

Write A8 on reply card, page 85.

HARDWOOD SHELF

Hardwood shelf, said appropriate for living room use, is offered by



Dennix Products Co., Dept. SBS, 33-04 Downing St., Flushing 54, N. Y.

Shelf is already squared on six sides, coming in seven lengths ranging from 24" to 60". Eight inches wide, it is 3/4" thick. Edge-glued, kiln-dried hardwood used reportedly to assure permanent straightness. Available paint-ready and sanded smooth or pre-finished in natural walnut or blonde.

Write A9 on reply card, page 85.

Like my daddy says:



**CALL
HUTTIG
FIRST...**

they'll have it!

**HUTTIG HAS IT
IN 14 CITIES..**

*just pick up
your phone*

ATLANTA
JA 5-3477

BIRMINGHAM*
AL 4-3276

CHARLOTTE
ED 2-2146

COLUMBUS
HU 6-4367

DALLAS
FL 1-3231

JACKSONVILLE
EL 3-8607

KANSAS CITY†
BE 1-7080

KNOXVILLE
2-6126

LOUISVILLE
SP 8-2724

MEMPHIS**
BR 2-2541

MIAMI
NE 3-6375

NASHVILLE
CY 2-1025

ROANOKE
DI 4-6201

ST. LOUIS
HA 7-6800

Huttig assembly plants and warehouses, in 14 cities, always ready for you with quality building products, kept at peak of completeness.

On-time delivery is one of many advantages of dealing with Huttig. In each city, experienced representatives are ready at your call to assist with your customers' problems. Pick up your phone... now!

MANUFACTURERS: all types of quality millwork, Satin Brand Door Units, Satin Seal Window Units, Satin Brand By-Passing and Pocket Door Frames, Windows, Frames, Louver Doors and Blinds.

DISTRIBUTORS: nationally known building products... Andersen Windowalls, General SSS Doors, Twinow, Thermopane, Berry Steel Garage Doors, Marlite, Upson Products, Armatol Wood Preservative, Prefinished Hardwood Plywoods, Miami Bathroom Cabinets, Coffman Ornamental Iron, Weiser Locks, Welbilt By-folding Doors, WPP and Fir Mouldings, Fir Plywoods, Fir & WPP Doors.



HELPING YOU
BUILD THE
SOUTH

SASH & DOOR CO.

Since 1885 • St. Louis 10, Mo.

* Birmingham Sash & Door Co. ** Memphis Sash & Door Co. † American Sash & Door Co.

FORK LIFT TRUCK

Indoor/outdoor three ton capacity fork truck, the Pacer, is offered by American Road Equipment Co., Dept. SBS, 4201 N. 26th St., Omaha, Neb.

Vehicle available with either 10' standard lifting mast or optional 7' mast. Pacer is front wheel driven and engineered. Heavy tires re-



portedly add stability in carrying loads across rail tracks, timbers, and rough ground. Pacer has short wheel base, oscillating rear steering axle, power steering, torque converter, supercharged hydraulic type lift, and 73 brake horsepower F-226 Continental. Top speed is 30 mph.

Write A10 on reply card, page 85.

ALUMINUM BOX GUTTER

Four-inch aluminum box gutter and downspout system, reportedly simple to install with long-term freedom from maintenance, is available from Aluminum Co. of America, Dept. SBS, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

It comes in two finishes — stucco embossed and standard mill finish, adaptable for original and replacement installations. Unsightly straps, slip joint connectors, and inflexible prefabricated miter joints are eliminated.

Write A11 on reply card, page 85.

LATEX-EMULSION MASTIC

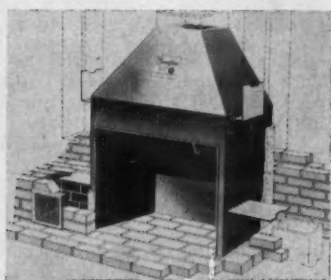
Latex-emulsion type white mastic for ceramic tile application is offered by Chicago Adhesive Products Co., Dept. SBS, 12110 S. Peoria St., Chicago 43, Ill.

Chapco 512 reportedly meets Commercial Specification 181-52. Among features claimed are: quick grab, no slippage, resilient, permanent bond, waterproof, non-flammable, non-freezing, buttery smooth application, three hours open time, and quick, easy clean-up.

Write A12 on reply card, page 85.

FIREPLACE FORM

Complete fireplace form for popular 36"-size fireplace is introduced by Bennett-Ireland, Inc., Dept. SBS, 48 Exchange St., Norwich, N. Y.



Benefire form No. 37 is said to provide all internal details of fireplace construction. Permits laying masonry straight-away with no diagonal courses. Smoke-free construction guaranteed by manufacturer.

Smoke funneling chamber assures smooth flow of smoke; tight closing damper prevents loss of heat; intermediate settings permit exact draft control; size of fireplace opening offers maximum fuel capacity; and firebox is double-welded heavy boiler plate.

Write A13 on reply card, page 85.

INTERIOR FIBERBOARD

Interior finish fiberboard for walls and specialized ceiling applications — said to combine acoustical efficiency, structural strength, decoration, and insulation — is offered by Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Fiberboard product, called Classic Cushiontone Plank, comes in 12" wide sections, 8' or 10' in length, and features sound-absorbent perforations on material surface. Special tongue-and-groove joint on long edges of each section reportedly facilitates installation, conceals nails and staples, and helps insure level finished wall.

Can be nailed or stapled to wood furring strips, or cemented directly to existing wall. Factory-finished with two coats of washable white paint to provide even light reflectance.

Write A14 on reply card, page 85.

UTILITY TRAILER

All-steel Trailcar utility trailer, designed to carry up to 1,200 lbs., is marketed by Dunbar-Kapple, Inc., Trailcar Div., Dept. SBS, Batavia, Ill.

Trailer carries building materials and industrial equipment. Designed for long life, trailer box is steel-welded constructed with hinged tail



gate for loading and unloading. Box size is 44" wide, 56" long, and 10" deep.

Trailcar fitted with steel "U"-channel tongue and front-end hitch, plus safety chains. Both wheels integral with hubs, accommodating tubeless tires.

Write A15 on reply card, page 85.

TARTER, WEBSTER & JOHNSON

Manufacturers of West Coast Mouldings

OFFERS EXCLUSIVELY TO JOBBERS

A Dependable
Year Around Source of

CALIFORNIA HIGH ALTITUDE
PONDEROSA PINE and
WHITE FIR

LINEAL
MOULDINGS

TW&J ALSO MANUFACTURE AND SUPPLY
THE FOLLOWING ITEMS IN PONDEROSA PINE:

- Finger Jointed Mouldings (Specified Lengths)
- Doors and Jambs
- Cut Stock
- Venetian Blind Stock

CALL YOUR NEAREST JOBBER FOR TW&J MOULDINGS

For quality West Coast
lumber products
look to — **TW&J**

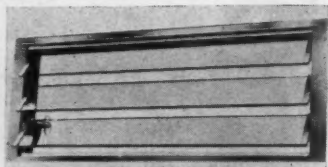
TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California

PRospect 6-4200 Teletype SF 211

BASEMENT JALOUSIE

Aluminum jalousie basement window units are available from Southern Sash Sales & Supply Co., Inc., Dept. SBS, 818 20th St., Sheffield, Ala.



Jalousie basement windows purportedly are constructed of non-

corroding aluminum with attractive finish. Has all features of regular jalousie window. Basement jalousies offered in clear, obscure, or colored glass, and aluminum louvers. Heavy-duty roto-gear operator said to turn effortlessly, securing louvers in any position.

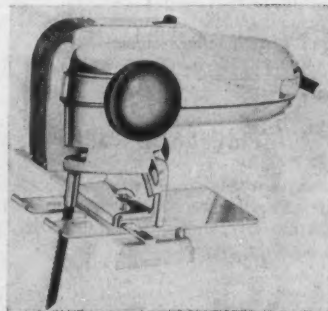
Write A16 on reply card, page 85.

JOB-TESTED JIG SAW

Pet job-tested model 2150 jig saw is offered by Portable Electric Tools, Inc., Dept. SBS, 320 West 83rd St., Chicago 20, Ill.

Jig saw reportedly cuts up to 2"

lumber, as well as light gauge metals and plastics; up to 17" perfect circles; and up to 45 degree bevels right or left. Other features claimed include built-in light, saw-dust blower, ten foot 3-wire rubber conductor cord and adapter, auxiliary handle, and 8" rip and circle cutting guide. Blade design said to permit saw to make own starting hole on inside or plunge cuts with $\frac{1}{8}$ " stroke.



Series 2.9 amp. industrial rated motor reportedly provides cutting speed of 3,200 strokes per minute. Unit weighs 4 lbs. Mirror finish.

Write A17 on reply card, page 85.

CLEAR VARNISH

Clear finish for wood is marketed by Seidlitz Paint & Varnish Co., Dept. SBS, 18th & Garfield, Kansas City, Mo.

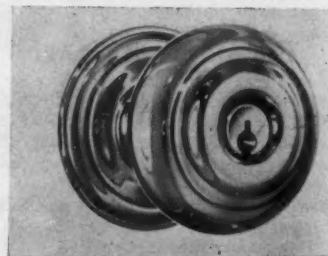
"Durmo" line includes heavy duty Durmo Spar Varnish, crystal clear Durmo Satin, Durmo Gloss and Durmo Seal, along with wood stain and Stain 'N Filler.

Available in 45 colors.

Write A18 on reply card, page 85.

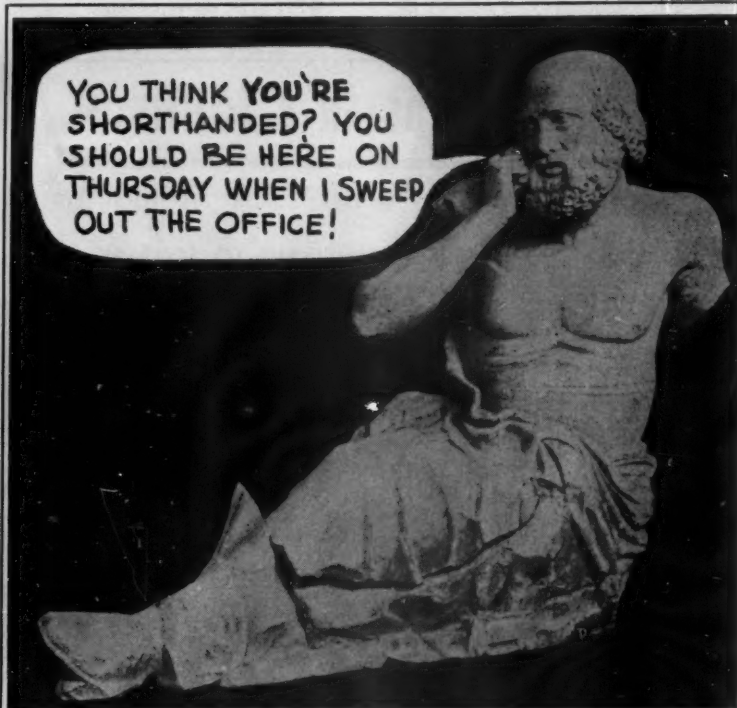
COLONIAL LOCK DESIGN

Heavy duty "D" lock design, "Colonial," is available from Schlage Lock Co., Dept. SBS, 2201 Bayshore, San Francisco 19, Calif.



In heavy cast metal, brass, and bronze, design measures $2\frac{1}{4}$ " in diameter. Colonial was selected by Schlage decorator-designers as appropriate for Early American door and room settings. Rose is $2-9/16$ " and projection is 2".

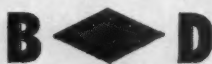
Write A19 on reply card, page 85.



- Random length Pine Dimension ($1\frac{1}{2}$ " surfacing).
- Pine Shelving, clears and Knotty Pine panels.
- 7/4 Pine and White Fir commons.
- Random length White Fir Dimension.
- Sugar Pine Selects.
- Redwood.

As a manufacturing wholesaler, the Black Diamond Company doesn't try to operate short-handed. We sweep out the office on *Saturday*, when it won't interfere with the activities of our six salesmen and 46 other accounting and production employees. We're big enough to handle volume orders, but small enough to carefully fill the single car order.

Big order or small, you'll find that Black Diamond gives it personal attention right up to delivery in your yard, on time, as promised. Try a car of our dry White Fir today. Write or phone us for the name of your nearest wholesaler.

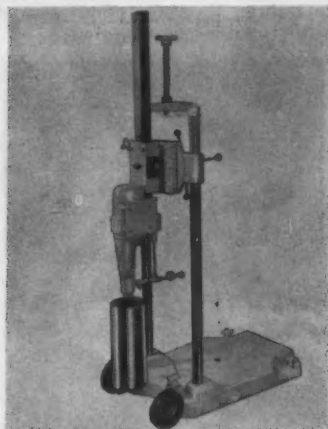


BLACK DIAMOND LUMBER CO.
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PRODUCT PARADE

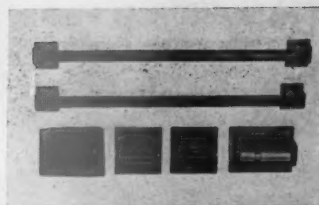
Write A20 on reply card, page 85.

Five diamond masonry drilling rigs, part of Core-Bore drilling system, are available from Diamond Products, Inc., Dept. SBS, 333 Prospect St., Elyria, Ohio.



Write A21 on reply card, page 85.

Set includes a fully flanged soap



Write A22 on reply card, page 85.

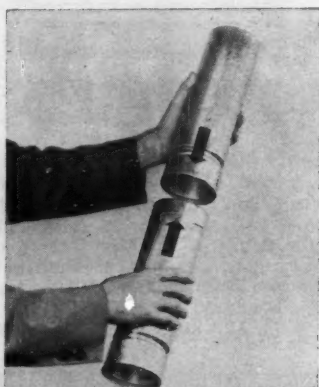


Marlite® *plastic-finished paneling*



75

PACKAGED GAS VENTS



Air-Jet gas venting — now featuring "Snap-Fast" interlocking joints to permit quick, secure assembly — is manufactured by General Products Co., Inc., Dept. SBS, Fredericksburg, Va.

Pipe slips together, locks with snap action. Venting reportedly can be taken apart by simple, counter-clockwise twist. Round - to - oval adapter has been added to company's line of gas vent and fittings. Adapter said to permit swift, effective conversion from round to oval pipe. Snap-fast gas venting is interchangeable with friction joint gas venting.

Write A23 on reply card, page 85.

ELECTRIC CHAR-BROILER

Electramic Char-Broiler — said to be first and only electric broiler that char-broils with radiant heat steaks, chops, chicken, roasts, hamburgers in same manner as charcoal — is sold by Stanthony Corp., Dept. SBS, 5341 San Fernando Rd., West, Los Angeles 39, Calif.

Process accomplished by special controlled calrod heating element that glows above bed of ceramic Cerra-Coals. Refracted heat from coals purportedly seals in meat juices, while fats dropping on coals give foods outdoor woodsmoke flavor.

Offered in one drop-in and two stack-on built-in models. Equipped with rotisserie attachment and griddle accessory, built-in model functions as three appliances in one for broiling, roasting, and grilling.

Write A24 on reply card, page 85.

CAULKING GUNS

Caulking guns for professional and home use, featuring rolled thread barrels and threaded speeds caps for closing, are introduced by Vital Products Mfg. Co., Dept. SBS, 7500 Quincy Ave., Cleveland 4, Ohio.

Double suction cups said to speed bulk filling, drawing on solid caulk.

Gun-bores, caps, and nozzles reportedly clean-up quickly. Balanced guns said to eliminate dead weight, see-sawing. Obtainable not only for bulk loading, but also in models converting to accommodate cartridges any length — plain or spouted.

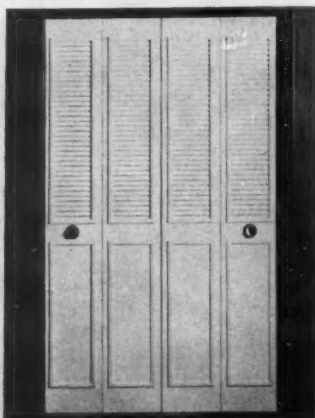
Every gun made to be used with interchangeable nozzles available in assortment of sizes and shapes.

Write A25 on reply card, page 85.

LOUVERED FOLDING DOOR

High louvered folding door is offered by Fenestra, Inc., Dept. SBS, 2250 E. Grand Blvd., Detroit, Mich.

Door combines traditional louver with classic panel design said to create striking, styled effect without sacrificing practicality of steel. Reportedly won't warp, swell or shrink, with nylon bushings to prevent binding and track-jumping.



Full 8" floor-to-ceiling height purportedly makes installation easy and inexpensive. Factory-applied primer readies door for final painting.

Write A26 on reply card, page 85.

FIRE-RETARDANT

Flamort-WC — fire-retardant specially formulated for wood, plywood, acoustical board, cellulose board, and paper — is announced by Flamort Chemical Co., Dept. SBS, 746 Natoma St., San Francisco 3, Calif.

In test, searing, concentrated flame of acetylene blow torch was aimed at panel of 1/2" Douglas fir plywood. Within minutes, orange-sized spot appeared on panel — but reportedly requiring 27 minutes for torch to burn through wood. During demonstration, no flame appeared, and sole damage reported was hole and surrounding charred area. Plywood had been "Flamortized." It purportedly will not affect color, appearance, heat or sound insulating qualities of material.

Write A27 on reply card, page 85.

COLOR CLAD ALUMINUM

Revere color clad aluminum sheet in variety of baked enamel finishes is offered to fabricators by Revere Copper and Brass, Inc., Dept. SBS, 230 Park Ave., New York 17, New York.

Color bonded firmly to metal, eliminating fabrication damage by working processes. Colored aluminum sheet available in simulated brass, wood grain, simulated linen, leather grain and multi-colored patterns. Fabricators of aluminum awnings, siding, screen frames, weather-strip, shingles, gutters, curtain walls, ceiling tile, and interior panels reportedly will find sheet ideal for their use.

Revere aluminum finishes said to withstand time, light, heat, cold, moisture, and other weather conditions. Product presently available in full mill coils up to 44" wide.

Write A28 on reply card, page 85.

MIXER ATTACHMENT

Inexpensive, but reportedly highly efficient line of mixer attachments for paints, putty, and mortar is now available from Jiffy Mixer Co., Inc., Dept. SBS, 515 Market Bldg., San Francisco 5, Calif.

Jiffy Mixer Model H, said to combine several mixing actions in one unit, does not require mounting or clamping-on, and can be operated by almost any existing chucked power tool. Reportedly assures thirty-second blending of most waterlike paints and varnishes.

Model "P" heavy-duty Jiffy Mixer (shown) constructed of heavy copper - nickel - plated 18 gauge carbon-steel plate welded to 1/2" steel shaft. Extension shaft for use



of mixer with 50 gallon drums available. Light duty Model "H" for craftsmen similarly constructed, mounted on 1/4" shaft.

Write A29 on reply card, page 85.

POLYETHYLENE LACQUER

Rubbalac polyethylene lacquer — reportedly making it possible to paint and decorate polyethylene housewares, toys, novelties, displays, and sheeting — has been developed by Rubba, Inc., Dept. SBS, 1015 East 173rd St., New York, N. Y.

Rubbalac lacquer is applied with conventional equipment to treated or untreated polyethylene and purportedly dries in minutes. Special treatment is said not necessary on polyethylene to make Rubbalac adhere. Product claimed flexible and abrasion resistant.

Available in transparent and opaque colors and in white, black, and aluminum. Packed in one- and five-gallon cans as well as 55-gallon drums.

Write A30 on reply card, page 85.

GRAIN-IMPRINTED PANELS

Full line of Royalcote grain-imprinted colors — misty walnut, champagne walnut, rose walnut, and antique walnut — is available from Masonite Corp., Dept. SBS, Chicago 90, Ill.

In four-foot sizes as well as longer standard lengths, panels come with choice of three surface treatments: random grooved, five grooves in groups of 16" o.c., or ungrooved.

Write A31 on reply card, page 85.

INSULATING ROOF SLAB

Multi-purpose insulating roof slab — with sound-quieting fissured surface, as well as linen white finish, is available from Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

Fissured roof slab purportedly features textured surface with true-white finish absorbing up to 75 per cent of sound striking ceiling. Reportedly, it combines structural roof deck, thermal insulation, sound-quieting, and finished ceiling in one



product.

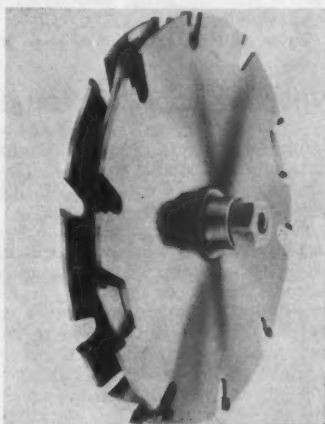
Vapor-seal type has continuous vapor barrier with built-in rubber gasket on one long and one short edge to seal all joints.

Write A32 on reply card, page 85.

CARBIDE-TIPPED CUTTER

Carbide-tipped dado cutter set for precision dadoing and longer life cutting is distributed by Deluxe Service Tool Corp., Dept. SBS, 1108 Grand Ave., North Bergen, N. J.

True jointed set designed for square groove cutting of woods, plastics, and composition materials, it makes ¼" groove with fillers removed. Additional fillers reportedly can be made to match any width groove desired. All grooves precision controlled, crosscut or with grain.



Manufactured in all standard widths. Special sizes made to order.

Write A33 on reply card, page 85.

ANTI-RUST COATING

Poly-Rustex, low-cost oxidation and rust preventive and inhibitor for all metals, is introduced by Brad Chemical, Inc., Dept. SBS, 111 W. Washington St., Chicago, Ill.

Combination of chemicals dispersed in oil base, it can be applied by spray, brush, mop, or by dipping. Product comes packaged ready for use. It is said low in viscosity, will not settle, and can be stored indefinitely in any weather. Covers 3,000 square-feet minimum per gallon. Dries within 30-minute period — application does not affect color of metal.

On steel, Poly-Rustex reportedly prevents new rust from forming by keeping out elements causing rust. It also is said to penetrate through and disperse those rust formations which accumulate on metal.

Write A34 on reply card, page 85.

PREFABBED METAL HOUSE



Prefabbed metal house, Morrison Roly-House, is available from Morrison Steel Products, Inc., Dept. SBS, 601 Amherst St., Buffalo 7, N. Y.

Said to have 1000-and-1 applications, it can be used for many purposes such as garden tool storage, construction office, bus stop shelter, swimming pool cabana, or boat house.

Constructed of bonderized steel; painted in white and green baked-on enamel. Ventilation louvers provided for air circulation. Large 56" wide by 72" high sectional overhead Roly-Door furnished as standard equipment.

Tests by Pittsburgh Testing Laboratories for wind velocity of 15 to 100 mile winds and snow load stress from 10 to 30 lbs. per square inch indicate adequate construction for permanent use.

Write A35 on reply card, page 85.

ALUMINUM BRIGHTENER

Product, specially designed for cleaning and brightening aluminum storm doors and windows, is introduced by Burnishine Products Co., Dept. SBS, 8140 Ridgeway Ave., Skokie, Ill.

Aluminum brightener purportedly removes oxidation, dirt and corrosion in one application. Apply by brush onto surface, let stand for few minutes, and then rinse with water. Packaged in seal-tight plastic 32 oz. container, it is said to clean all storm doors and combinations in average six room house.

Write A36 on reply card, page 85.

HOME-BUILDING CATALOG

Broad range of time-saving forms for use in building field is presented in 24-page catalog by Yale Printing Co., Dept. SBS, 1134 N. Flores, San Antonio 12, Texas.

"Ideas for Home Builders & Lumpsummen" includes contracts, estimating, summaries, payroll, and remodeling. Free samples and prices.

Write A37 on reply card, page 85.

INSECT-PROOF PAINT

Kil-Sect — wall finish combining beauty and service of alkyd paint with latest advance in insecticides — is marketed by Consolidated Paint & Varnish Corp., Dept. SBS, 505 Fifth Ave., New York 17, N. Y.

Painting interior walls with Kil-Sect reportedly makes room or area completely insect proof, remaining as long as painted surface is undisturbed. Said completely scrubable, washing not affecting insecticide's power. Available in wide range of colors, fits any need or decor, has no offensive odor.

Write A38 on reply card, page 85.

WOODCUTTING TOOL

Drum "Surform" (H386) has been introduced by Stanley Tools Div., Stanley Works, Dept. SBS — PD, 111 Elm St., New Britain, Conn.

Drum "Surform" has hardened and sharpened steel blade. Hundreds of individual hardened and sharpened cutting teeth have individual throats through which chips pass. Drum reportedly can be used successfully and safely on all woods, plywood, hardboards, compositions, and other materials. Said effective router in making rabbit cuts.



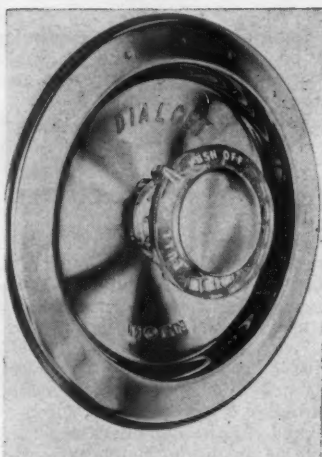
Comes fully assembled with arbor fitting into chuck of $\frac{1}{4}$ " drill. Two other arbors available as spare parts for attaching tool directly to spindle of $\frac{1}{4}$ " drill.

Write A39 on reply card, page 85.

SHOWER-TUB VALVE UNIT

Valve unit for shower, tub, and shower-tub installations — called "Dialcet" — is now available from Moen Faucet Division, Standard Screw Co., Dept. SBS, 2701 Washington Blvd., Bellwood, Ill.

Chromium escutcheon contains one control knob to give hot, cold or in-between mixture. Same knob turns in or out to start, stop, or adjust rate of flow. All working parts reportedly are in sealed, self-lubricated, replaceable cartridge. Manufacturer guarantees cartridge for one year, furnishing replacements after period.



Valve body, into which cartridge fits, is shell-molded brass casting. Built permanently into wall, casting has no wearing parts, said never to need replacement.

Write A40 on reply card, page 85.

VINYL WINDOW MATERIAL

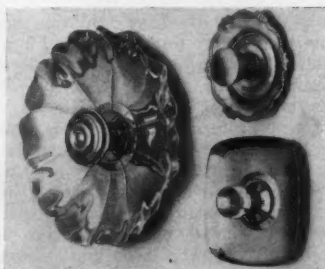
Complete line of plastic window materials is available from American Sisalkraft Corp., Dept. SBS, 55 Starkey Ave., Attleboro, Mass.

Newest plastic is Eskay-Lite, reportedly easy to work with, quickly cut with scissors. Can be stapled, tacked, sewn, or solvent sealed. Available in two thicknesses, 4 mil and 8 mil. Four mil offered in two roll widths — 36" and 48". Eight mil available in 36" width rolls only.

Write A41 on reply card, page 85.

LOCKSET ESCUTCHEONS

Line of decorative escutcheons in range of shapes, styles, sizes, and finishes is offered by Yale & Towne Mfg. Co., Dept. SBS, Chrysler Bldg., New York 12, N. Y.



Nine new escutcheons may be used with knob designs in 5200 and 5300 key-in-knob type residential lockset lines, and with some heavy-duty 5400 locksets. New Yale escutcheons are Sunflower, Astor, Contemporama, Cushion, Floral, Coronation, Tear Drop, Gadroon, and Chippendale.

Write A42 on reply card, page 85.

PARTICLE BOARD PANELS

Par deLux' — pre-sealed, pre-filled particle board panel — is offered by Pacqua, Inc., Dept. SBS, Dillard, Ore.

Vinyl-base filler on both sides said to produce "glass smooth surfaces," uniform 44-lb. density, and dimensional stability. Par deLux' reportedly permits tight bonding and prevents glue moisture absorption and warping. Product recommended for furniture, cabinets, doors, room dividers, partitions, and panels.

Natural finish has pattern of horizontally-laid wood particles.

Write A43 on reply card, page 85.

CASEMENT WINDOW

Modern panel, picture-awning, and unitized casement windows — called Vistarama — are manufactured by Wabash Screen Door Co., Dept. SBS, 310 S. Michigan Ave., Chicago 4, Ill.

Panel windows can be used in single or group installations, and as awning, hopper, or economy casement ventilating units, or with fixed sash. Picture-awning windows are single frame units, combining fixed



sash above ventilating awning sash with narrow horizontal mullion between. Unitized casement (including sash) installed as single unit or used in any casement grouping. Wood window line includes optional accessories, such as removable framed grids.

Write A44 on reply card, page 85.

HOME PLAN SERVICE

"G" series — allowing subscribers use of five new plans per month, fresh from designing department and prior to appearance in plan books — is offered by L. F. Garlinghouse Co., Inc., Dept. SBS, 820 Quincy, Topeka, Kan.

Subscribers each month receive designs in sets of five, with accompanying lumber and mill lists. Loose leaf binder to hold year's 60 designs is sent with first set. Subscribers may begin with any month — limited number of back issues available.

Write A45 on reply card, page 85.

LOW-COST MASONRY NAIL

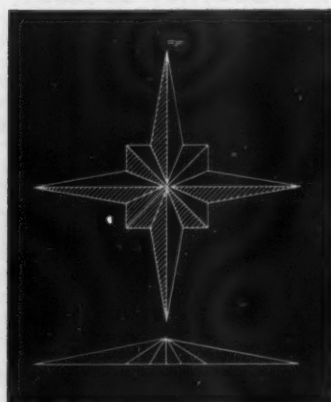
Masonry nail, reportedly providing fast, easy, low-cost way of fastening sills to concrete slab, is offered by Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.

Said to drive readily with jack sledge, it is made of high-carbon steel, heat-treated and tempered to drive into concrete and other hard materials. Knurling purportedly aids driving, substantially increasing holding power. Nails can be driven flush with top of mud sill, avoiding need for notching studs and assuring tight fastening. The 9/16" head claimed to make washers unnecessary.

Write A46 on reply card, page 85.

DECORATIVE MEDALLION

Starburst Medallion — said to be an economical "beauty spot" for application on doors, furniture, or paneled walls — is offered by Visador Co., Dept. SBS, 940 Visador Rd., Jasper, Texas.



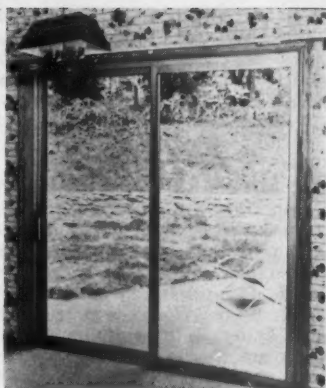
Pyramid center is described by manufacturer as "bursting into twinkling fingers of light and shadow." Size is 11" wide and 11" high. It reportedly is simple to apply by nail or glue. Available in oak, gum, beech, or mahogany.

Write A47 on reply card, page 85.

ROLLING GLASS DOOR

Addition of ThermoLume series to line of Vue-Lume rolling glass doors is announced by Shower Door Co. of America, Dept. SBS, 1 Permalume Place, N. W., Atlanta 18, Ga.

Designed to accommodate 7/32" heavy sheet glass, 1/4" polished plate or 5/7" insulating glass. Vinyl adapters give choice of single or dual glazing. Other features include adjustable rollers, deep aluminized finish in PermaSatin or amber Champagne, and 12 year mechanical guarantee.



Decorator handles come in four colors — Perma-Satin, Champagne, Ebony, and Coppatone, and standard heights of 6'9" and 7'11", and widths from 6' to 24'.

Write A48 on reply card, page 85.

INSULATION BOARD TILE

Decorative insulation board tile — available in smooth, plain surface with or without painted bevels, and in random pattern perforated surface — is offered by Certain-teed Products Corp., Dept. SBS, 120 E. Lancaster Ave., Ardmore, Pa.

Smooth-surfaced insulation tile is made of natural wood fibers, said to give exceptional strength and high insulation. Fabricated with tongue

and groove edges to permit concealed nailing or stapling. Flame-resistant surface finish reportedly requires no further decorative treatment. Tile is factory-prefinished in light-reflecting white, and designed for sound absorption, as well.

Write A49 on reply card, page 85.

ALUMINUM SOFFIT VENT

Continuous soffit vent, reportedly reducing installation time to minimum, is announced by Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Ave., Chicago 12, Ill.

Soffvent constructed of all-aluminum with 1/4" ventilating perforations for neat, attractive appearance. Need for screening and multiple hole-cutting is said eliminated.

Soffvent purportedly is easily installed, can be nailed or stapled, and is readily cut with saw or snips. Allows greater ventilating area, 52.8 sq. in. of net free area per 8' length.

Write A50 on reply card, page 85.



- a. Sentry
- b. Watchman
- c. Cabildo
- d. Imperial
- e. Flair
- f. Riviera
- g. Heritage

Gaslites

BY ARKLA

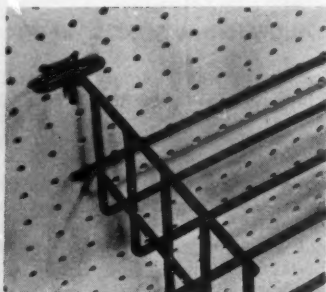
A superb line of traditional and contemporary gas lighting fixtures... reflecting the nostalgic charm of America's gaslight era and designed to lend graciousness to outdoor illumination.

Gaslites by Arkla... picturesque and practical... a mark of the owner's taste for beauty.

For full specifications and prices, please write Arkla • Gaslite Division Shannon Building Little Rock, Arkansas

PEGBOARD ADAPTER

Fixtures usable with Masonite $\frac{1}{4}$ " Pegboard are increased through addition of adapter, accommodating 11 Adjust-a-Bilt accessories, by Masonite Corp., Dept. SBS, Chicago 90, Ill.



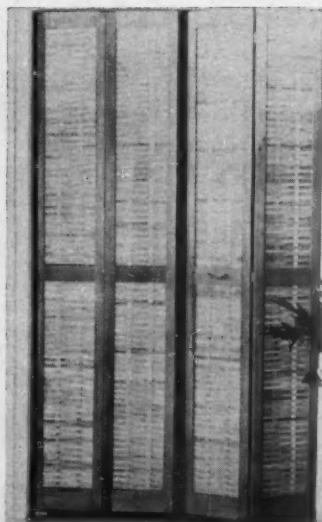
Adapter fits into any two horizontal perforations. Loop supports accessories — seven types of wire shelves, two and three drawer plastic storage unit, hat holder, and hang-rail extension. Flexible walls with ample space for accessories can be built by attaching $\frac{1}{4}$ " Pegboard panels to studs or furring strips.

According to manufacturer, use of Adjust-a-Bilt accessories with heavy duty Pegboard can increase closet storage capacity 50 per cent.

Write A51 on reply card, page 85.

WOOD BI-FOLD DOOR

Woven wood bi-fold doors, interior shutters, and decorative screens are products of Clopay Corp., Folding Door Div., Dept. SBS, Clopay Square, Cincinnati 14, Ohio.



Clopay Tropix-Weve doors and shutters, manufactured of redwood with panels of woven redwood, or Shoji style utilizing fiberglass in-

serts, are offered in sliding or bi-folding styles, in standard and custom sizes.

Catalog sheets and price lists on Tropix-Weve products available.

Write A52 on reply card, page 85.

SUBMERSIBLE PUMP

Corrosion-resistant parts and new hex shaft design are incorporated in submersible pump introduced by Goulds Pumps, Inc., Dept. SBS, 50 Black Brook Road, Seneca Falls, N. Y. Other features of Silent Flow pump are Byrite plastic impellers, guide vanes, cover plates, and stainless steel bowls. Plastic parts reportedly will not swell or bind during operation.



Stainless steel hex shafts provide drive eliminating need for individual impeller keys. All surfaces are non-adhering, and impellers are extra-wide, preventing build-up of mineral and algae deposits.

Pump design is claimed to allow disassembly and service in field, eliminating necessity for sending pumps to factory for repair. Silent Flow is available for 4" and larger wells in $\frac{1}{3}$ -, $\frac{1}{2}$ -, and $\frac{3}{4}$ -hp for well depths to 280' and capacities up to 870 gph.

Write A53 on reply card, page 85.

WOOD-GRAIN FINISH

Pierre's Original Miracle Blonde — for painting blonde finish over old paint, varnish or lacquer in one day — is offered by Frost Paint and Oil Corp., Dept. SBS, Minneapolis, Minn.

No paint or varnish remover is reportedly used — no scraping, sanding or bleaching necessary. Sur-

face washed with strong detergent. When dry, first coat is applied and allowed to dry for two hours. Then "wood tone" coat is applied. While still wet, surface is grained. Third or "finish" coat applied three to four hours later.



Wood grain effects achieved with special tools included in kit. Available in six natural wood grain finishes: antique white, maplewood, mahogany blonde, gray drift, Swedish blonde, and natural blonde.

Write A54 on reply card, page 85.

INSULATION BOARDS

In additional thicknesses ranging from 1" to 2", Scorboard, pre-scored expanded polystyrene insulation board, is manufactured by Dow Chemical Co., Dept. SBS, Midland, Mich.

Item reportedly provides adequate insulation for any combination of requirements outlined in Minimum Property Standards.

Requirements for perimeter insulation taken into account include winter design conditions, ratio of exposed perimeter to floor slab area, and relative K-values of available perimeter insulations.

Write A55 on reply card, page 85.

POLYETHYLENE WRAPPER



Weather-resistant polyethylene-coated paper for its Redwood line is offered by Simpson Redwood Co., Dept. SBS, Arcata, Calif.

Said heat-sealed and high-strength, polyethylene wrapper protects against moisture, scuffing, dirt and dust. Siding is reportedly easier to handle in yards and at job site.

Write A56 on reply card, page 85.

BUILT-IN SURFACE UNIT

Counterchef Models 1746 and 1740 with ramp controls — said to make installation easy — are manufactured by Preway, Inc., Dept. SBS, Wisconsin Rapids, Wis.



Ramp control is top-mounted control enclosure, inclined upward from front to back to provide convenience in use. Both models are 28½" wide x 21" deep with burner box extending only ½" below counter top. Top surface is satin chrome. Model 1746 equipped with thermostatic "burner with brain," to prevent spillovers and maintain constant cooking heat.

Both models have 2 12,000 BTU and 2 9,000 BTU burners with

"life-of-unit" guarantee. Cut-out dimensions are: 27 15/16" wide x 20 7/16" deep and 1½" corner radius.

Write A57 on reply card, page 85.

WROUGHT IRON RAILING

New concept in attachment lugs for wrought iron railing has been developed by Locke Mfg. Co., Dept. SBS, Lodi 22, Ohio.

Innovation in locking devices, lug is designed to enhance beauty of interior and exterior railing installations and to add substantially to strength of each.

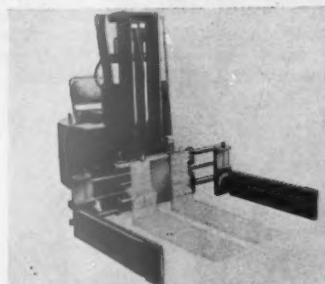
Streamlined lug is usable against wood, brick, stone, and cement side walls. Used to bolt drilled newel post firmly to accompanying rail.

Write A58 on reply card, page 85.



SIDE SHIFT LOAD GRAB

Side shift load grab with Grip-O-Lift arms is now available from Lewis-Shepard Products, Inc., Dept. SBS, 125 Walnut St., Watertown 72, Mass.



Spacemaster Model "J," equipped with Cascade Side Shift Load Grab and Little Giant Grip-O-Lift arms, reportedly can handle unit loads with or without pallets. By lifting pin, arms lay flat and can be used as forks to handle pallets. With side shift load grab exact positioning of loads can be obtained.

Gripping surface is hard, smooth rubber bonded to steel sheets screwed to ¼" steel plates.

Write A59 on reply card, page 85.



WHITEST BY ANY STANDARD

There are dozens of places around the town or farm home where Trinity White portland cement is much more effective. Recommend it for these uses and you will find your sales volume going up and up. Trinity White is much better in appearance than standard grey for walks, pools, drive-ways, etc. Your customer will find the added cost is unimportant in comparison with the appearance of the improvements he has built.

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As white as snow



Trinity White
PORTLAND CEMENT

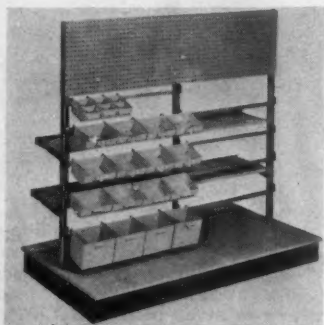


Whitest in the bag.
Whitest in the mix
Whitest in the completed job

SELF-SERVICE GONDOLA

Gondola engineered to display plumbing repair parts, bolts, and other small merchandise is available from W. C. Heller & Co., Dept. SBS, Montpelier, Ohio.

Major feature of gondola is shelf bracket, designed for fast, easy installation and adjustment. Unique flat construction said to support extremely heavy loads — up to four-times capacity of knife edge brackets.



Equipped with removable bins, light metal drawers, wooden base and shelves, and Pegboard panels.

Write A60 on reply card, page 85.

ELECTRIC LANTERN

Variety of electric lantern styles is offered by Locke Mfg. Co., Dept. SBS, Lodi, Ohio.

Design enhanced by embossed top for greater beauty and strength. Each lantern reportedly waterproof constructed, underwriters approved, and interchangeable with any standard lantern post. Lantern neck fits standard three-inch collar for quick, easy installation.

Standard 30 is 10½" high and 8"



square with frosted glass sides and brass ornamentation to set off black finish. Deluxe 31 style is 15½" high and 8" square with clear glass sides and frosted lamp-type chimney. Black finish surmounted by brass eagle with wings spread in flight.

Write A61 on reply card, page 85.

VINYL-ASBESTOS TILE

Matico wood hues are announced by Mastic Tile Div., Ruberoid Co., Dept.



SBS, P. O. Box 128, Vails Gate, N. Y.

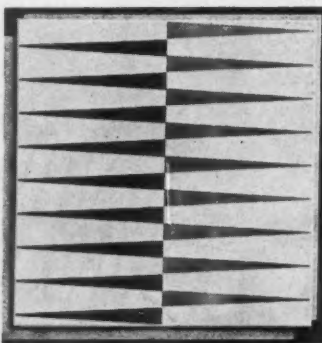
Introduced in asphalt and vinyl-asbestos tile, wood hues come in two different colorings in each series. Tile collections can be used with both light wood tones and darker finishes.

Colors in asphalt wood hues are rock maple and antique cherry. Vinyl-asbestos wood hues are cypress and fruitwood. Asphalt wood hues produced in 9" x 9" tiles of ¼" and 3/16" gauge. Vinyl-asbestos wood hues come in 9" x 9" squares of ¼", 3/32" and standard gauge.

Write A62 on reply card, page 85.

WOOD FIBER TILE

Pre-decorated wood fiber ceiling tiles, Alpine and Regata, have been added to Temlok tiles by Armstrong Cork Co., Dept. SBS, Lancaster, Pa.



Alpine pattern consists of triangles printed in beige on white background and is designed to appear as one continuous ceiling, rather than as individual tiles. Concentric triangles blend to form larger triangles and diamond shapes overlap. Regata (above) is printed in charcoal brown and beige.

Available with tongue-and-groove joints in 12" x 12" size.

Write A63 on reply card, page 85.

NAIL HOOK LINE

Nail hooks are offered by Chas. O. Larson Co., Dept. SBS, P. O. Box 358, Sterling, Ill.

Adapted from line of perforated

board hooks, product features diamond nail point to facilitate fastening nail hooks to wall or cleats. Bright zinc finish protects against rust and stains.

Two models — angle and curved — offered to meet needs for hanging tools or for displaying merchandise, eliminating need for costly perforated wallboard. Nail hooks avail-



able in packages of six angle or curved.

Write A64 on reply card, page 85.

OVEN WARMER

Built-in "keep warm" ovens, said to permit temperatures down to and including 140 degrees, is introduced by Caloric Appliance Corp., Dept. SBS, Jenkintown, Pa.



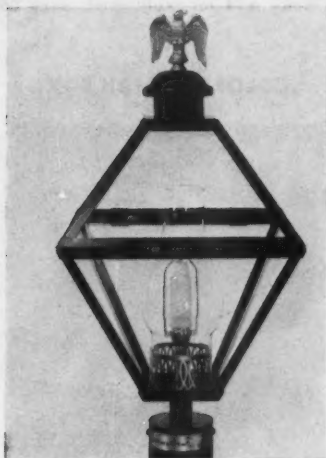
Ovens reportedly enable housewives to warm food without further cooking, heat plates, quick-thaw frozen foods, and keep rolls and other foods ready while other dishes are served.

"Keep warm" ovens also available on Caloric free-standing ranges.

Write A65 on reply card, page 85.

CRESTED GAS LIGHT

Unique styling and specially-designed hurricane-style chimney are among features of Riviera "Gaslite" manufactured by Arkla Air-Conditioning Corp., Dept. SBS, 812 Main Street, Little Rock, Ark.



Production of Riviera expands company line to eight models. Styling shows French influence, with petite lines and abundance of clear glass. Silhouette accented by eagle crest and hurricane-type chimney with ornamental brass gallery.

Model is 19 $\frac{3}{4}$ " high and 11 $\frac{1}{4}$ " wide, and furnished with 8" high, 3" diameter post. Provides from 75-80 candle power.

Write A66 on reply card, page 85.

ELECTRIC DRIVING TOOL

A $\frac{1}{2}$ " drive heavy-duty electric Impactool has been announced by Ingersoll-Rand, Dept. SBS, 11 Broadway, New York 4, N. Y.

Size 5U-HD Impactool is claimed to deliver 25 per cent more power than standard duty $\frac{1}{2}$ " drive tools. A compact T-type anvil is said to increase efficiency and deliver more power per blow.



Heavy-duty tool is 10 $\frac{1}{4}$ " in length and weighs 6 lb. 4 oz., less cable. Side to center distance is 1-7/16". Tool delivers 1900 impacts per minute, and runs at a free speed of

approximately 1900 rpm. It is available for 110V or 220V operation AC-DC (25-40-50-60 cycle).

Write A67 on reply card, page 85.

SCREWLESS LOCKSET

Strike for its "400" line of locksets, said to permit installation without mortising, chiseling or screws, is announced by Kwikset Division, American Hardware Corp., Dept. SBS, 516 E. Santa Ana St., Anaheim, Calif.

Applying strike, producer claims, simply requires drilling hole, positioning strike, and hitting staking tool with hammer. In metal jams,



Sok-It reportedly eliminates welding, drilling, and tapping strike tabs and box to jamb frame.

Sok-It strike available free with all "400" line locksets.

Write A68 on reply card, page 85.

QUIET TILE PATTERN



"Quiet colors and non-geometric designs" highlight three new patterns introduced into 1960 decorative line of Formica Corp., Dept. SBS, 4614 Spring Grove Ave., Cincinnati, Ohio.

Frost, Parfait, and Bonbon were designed to serve as non-dramatic, subtle background patterns to harmonize effectively with other materials. Parfait, in lime and almond, supplements White Skylark as white pattern. Bonbon is in caramel, mocha and mint. Frost is over-all, ethereal design lending itself to horizontal and vertical applications.

Write A69 on reply card, page 85.



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ALLISON CO., INC. fine cabinet hardware
 ROOSEVELT, NEW YORK

INTERIOR HARDBOARD

Decorative group of interior hardboards, 400 series, is introduced by Masonite Corp., Dept. SBS, Chicago 90, Ill.



Cherry-grained hardboard, grooved in random widths, is available in colonial, natura, and frosted shades. Quarter-inch panels produced in 16" x 8" sizes, tongue-and-grooved, and applicable over existing walls, studs or furring strips by metal clips. Feature of 400 series is simulation of plank cherry wall with plank-by-plank variations existing in cherry woods.

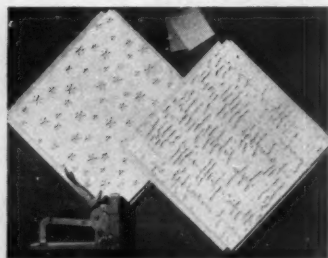
Sales aids package available to dealers for introducing line.

Write A70 on reply card, page 85.

ACOUSTICAL TILE

Acoustical ceiling tiles are manufactured by Simpson Logging Co., Dept. SBS, 1033 White Bldg., Seattle 1, Wash.

Tiles are textures of Forestone, original fissured woodfiber acoustical tile. Forestone Starlite has delicate star pattern textured in soft-white. Second pattern is Forestone Driftwood texture. Pattern's casual lines similar to sand etchings.



Both tiles available in 12" x 12" size with special flange-joint for fast and economical stapling application, or with butt-edge for adhesive application.

Write A71 on reply card, page 85.

VINYL ASBESTOS TILE

Vinyl asbestos tile with color-chip styling throughout tile thickness is

announced by Azrock Floor Products, Uvalde Rock Asphalt Co., Dept. SBS, Box 531, San Antonio, Tex.

Known as Vina-Lux 800 Series, it is 9" x 9", and 1/4" thick. Designed to meet style and service requirements of heavy traffic institutional, commercial, and industrial areas. Can be installed over concrete — on, above, or below grade; or on felt over wood subfloors. Said grease-proof, alkali resistant, economical to maintain.

Line comes in six commercial colors: Florentine, Venetian Beige, Sorrento Sand, San Marino, and Verona White.

Write A72 on reply card, page 85.

DUAL-BLOWER RANGE HOOD

A dual-blower island range hood with blower unit housed within the hood has been introduced by Broan



Manufacturing Co., Dept. SBS, Hartford, Wis. Only exhaust duct requires cabinet space. Complete package unit is factory prewired to cut installation time.

Range hood has two 5 1/2" centrifugal blowers and twin aluminum filters. Built-in spring loaded damper cuts backdrafts. Light is located out of air streams to stay clean longer.

Contour-corner design of dual-blower hood allows full opening of adjacent cabinets. Of seamless welded construction, unit is available in two widths, in a choice of stainless steel or coppertone finish.

Write A73 on reply card, page 85.

REDWOOD FINISH

Finish, reportedly formulated to "show-off" redwood's natural appearance, is available from Georgia-Pacific Corp., Dept. R-SBS, Equit-



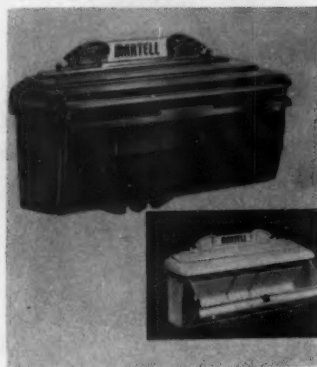
able Bldg., Portland 4, Ore.

Product is said to contain only enough natural pigment to enhance and "lock-in" redwood color, leaving grain clean and accentuated. Product contains additive, claimed to inhibit sunlight bleaching action.

Sold in concentrated form, to be thinned on-the-job with turpentine.

Write A74 on reply card, page 85.

COLORFUL MAILBOX



Molded of durable plastic, mailbox in 12 trim-matching non-fade colors is introduced by Lletram, Dept. SBS, 12122 Broad St., Detroit 4, Mich.

Stainless steel hardware reportedly assures no rusting, staining. Extra features include clip for outgoing mail and signal that tells when mail has arrived. Name furnished in gold letters.

Write A75 on reply card, page 85.

WOOD FIBER BOARD

Trim-Bilt, combination of two 3/4" laminated wood fiber boards specifically engineered for use as fascia



boards, trim and rakes, is offered by Upson Co., Dept. SBS, Lockport, N. Y.

Trim-Bilt is white-primed on front, back, and edges at factory to eliminate field priming. One or two finish coats of exterior house paint reportedly completes job. Trim-Bilt available in 12' - 16' lengths and in nominal 6", 8", 10" and 12" widths. Claimed to offer numerous advantages over other materials as Trim-Bilt has no raised grain and no knots.

Write A76 on reply card, page 85.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

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Send information on these NEW PRODUCTS (fill in key numbers):

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Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
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JANUARY, 1960

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
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Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
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Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____
My Name _____		Position _____	
My Company's Name _____			
Address (number and street) _____			
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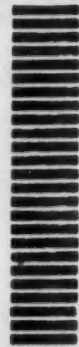
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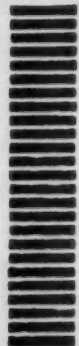
BUSINESS REPLY CARD

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102 Screen Components, Hardware

— In addition to its A.I.A. Homeshield Bulletin No. 35-P-12 on screen and storm sash components, American Screen offers Bulletin HS-2 on Homeshield screen components for patio, porch, and pool enclosures, and A.I.A. File No. 27-A on Harvey sliding and folding door hardware. Each folder includes features, specifications, and construction information. American Screen Products Co., Dept. SBS, 61 E. North Avenue, Northlake, Ill.

105 Western Pine — 101 Home Ideas

— Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of western pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Hardboard Uses

— A new eight-page booklet, "How to Use Weyerhaeuser Hardboards" includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new-building, remodeling, attic, garage, and farm use. Silvatek, Box S, Weyerhaeuser Co., Dept. SBS, Tacoma 1, Wash.

107 House Siding Finishes

— "Natural Finishes for House Siding" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding

— Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances

— The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment

— Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

112 Home Buyer's Guide

— Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Lights

— Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept.

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SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting

— Catalogs, prices, and samples of pure polyethylene sheeting in three thicknesses, widths from 3' to 10', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

116 Masonry Fill Insulation

— Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement

— A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding

— Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels

— Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials

— Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts

— Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood

Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty

— Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units

— A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove Works, Dept. SBS, Chattanooga 1, Tenn.

125 Masonry Wall Reinforcement

— Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

126 Hardwood Flooring

— "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

129 Wood Window Designs

— Folder is available on M W Distributors' new D-Lite window with diamond-shaped light areas. Another folder, entitled "Does Your Home Have Curb Appeal?" shows different styling of the complete line of R-O-W removable wood windows with Lift-T-Lox balance springs. M W Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips

— Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber

— "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treat-

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ed against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

144 Self-Sealing Asphalt Shingles — Color folder describes and illustrates Ruberoid's self-sealing asphalt strip shingles. Special sealing agent reportedly is factory fused to each shingle, with sun's heat activating sealant and securely sealing each shingle. Written wind — warranty against blow-offs. Ruberoid Co., Dept. SBS, 500 Fifth Ave., New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

146 Wood Windows — Catalogs give specifications, construction, and application details for Curtis wood windows, doors, and cabinets. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wether double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

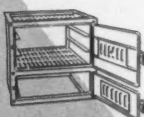
154 Metal Building Products — Catalog 57 gives specifications and shows uses of Vestal fireplace circulators, dampers, accessories, steel lintels, bridging, wall ties, mortar boxes, garbage receivers and access doors. Vestal Manufacturing Co., Dept. SBS, Sweetwater, Tenn.

159 Aluminum Nails — Colorful folder includes A.I.A. file giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum

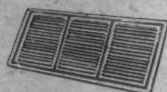
One-Stop Service

... for over 360 Metal Building Needs!

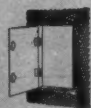
Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!



OUTDOOR
FIREPLACE UNITS



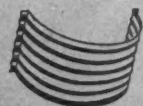
UNDER-EAVE
VENTILATOR



ACCESS DOOR



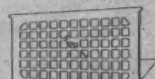
CLEAN OUT
DOORS



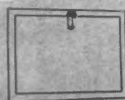
GALVANIZED STEEL
WINDOW WELLS



ASH DUMPS



VENTILATOR
GRILLES



CRAWL SPACE
DOORS



STEEL MORTAR BOXES



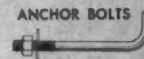
FORMED
STEEL LINTELS



CONCRETE BLOCK
LINTELS



WALL TIES



ANCHOR BOLTS



CIRCULATOR
FIREPLACE



FIREPLACE DAMPERS



MULTI-OPENING
FIREPLACE DAMPERS



BELL TRAPS

VESTAL

the name for Value

VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

160 Builders Hardware — Colorful "All through the House" brochure features Dexter locksets for every door in the house, plus screen and combination door locks, door closers, and matching cabinet hardware. Dexter Lock Div., Dexter Industries, Inc., Dept. SBS, 1601 Madison Ave., Grand Rapids, Mich.

162 Carded Hardware — Two-page booklet shows 23 carded items of do-it-yourself, handy Hager hardware in the three most popular finishes. Also illustrated are the binned merchandiser and hardware rack for displaying transparent plastic skin-pack packages. C. Hager & Sons Hinge Manufacturing Co., Dept. SBS, 139 Victor Street, St. Louis 4, Mo.

163 Window Glass — A 15-page booklet describes and illustrates the L. O. F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specification data. Booklet also shows dealer sales aids, such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

164 Plyclips — Cleveland Plyclips, to eliminate wood blocking on plywood roof construction, are prominent in a new eight-page catalog. Complete specifications are also given on timber rings, framing anchors, shear plates, aluminum windows, area walls, screed and bar supports, and other products manufactured by the company. Cleveland Steel Specialty Co., Inc., Dept. SBS, 3761 East 91st Street, Cleveland 5, Ohio.

165 Asphalt Shingles — Color-illustrated catalog gives descriptions and specifications for Barrett asphalt shingles, asbestos-cement sidings, prepared roofing, protective products, and insulation products. Individual folders are available on Ever-Fast shingles and wide-tab Ranchline asphalt shingles. Barrett Division, Allied Chemical Corp., Dept. SBS, 40 Rector Street, New York 6, N. Y.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulair Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings,

thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Potlatch Forests, Inc., Dept. SBS, Warren, Ark.

171 Machine-Made Screens — Literature is available on Rudiger-Lang Tru-Frame, Tension-tite and Roll-Away window screens. The automatic machine production is said to afford the advantages of greater uniformity, better quality control, and lower cost. Rudiger-Lang Co., Dept. SBS, 2701 Eighth Street, Berkeley 10, Calif.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of MetaLane weatherstrip on window units. MetaLane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Description of Bestwall fireproof gypsum wallboard — reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance — is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knap & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or nat-

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ural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

180 White Fir Lumber — Details on kiln dried TW&J white fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J white fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

182 Millwork Products — Information concerning all types of millwork products — Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

185 Extra-White Cement — Information on uses, advantages, and specifications of Trinity White portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

187 Removable Window — Information concerning 1866 Curtis Woodwork products is available from this Atlanta wholesaler and jobber of building materials. Particular attention is paid to the Curtis Style-trend removable window, a product said to be weathertight, easy to paint, to install, and to operate. Other features include new outside casing design for masonry, brick veneer, or frame construction without mitered corners. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

188 Natural Wood Shakes — A color-illustrated booklet shows the natural beauty, colors, and texture of Shakerstown wood cedar shakes. It shows

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various applications for the shakes, such as gable ends, fence partitions, wainscoting, and windscreens. Illustrations and information also are furnished for Shakertown jiffy corners, sidewall shakes, heavy-duty stain, handsplit shakes, and Shakertown glumac units. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

190 Adjustable Louvers — Descriptive folders are available on Leslie Adjust-A-Pitch series LX king-size louvers, fixed triangular louvers, and Leslie's rotary turbine ventilators, stationary-type, or revolving head-type ventilators. Literature includes illustrations, specifications, sizes, and dimensions. Leslie Welding Co., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture, cabinets, paneling, shelving, and to prime and seal walls and woodwork. It also describes Fulton Q-Dee Primer — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Aluma-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

193 Metal Building Products — Catalog describes complete line of Quaker State metal building products for farm, home, and industry. Separate pages are available on such items as aluminum soffit material in rolls, galvanized re-usable footer forms, and pre-formed aluminum and galvanized termite shield. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

194 Plastic Finished Paneling — Full-color booklet describes uses of decorative wallboard, showing its installation in kitchens, bathrooms, and playrooms, in tile and pearlstone finishes, as well as wood-grained and marble-tone hardboard. A special section is devoted to company's new perforated hardboard. Panelboard Manufacturing Co., Inc., Dept.

SBS, 222 Pacific Street, Newark 5, N. J.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 10, Calif.

197 Building Specialties — Illustrated folder is available on Witten building specialties, including cast iron and aluminum foundation vents, cast iron carport columns, brackets, and ornamental iron railing, aluminum thresholds with vinyl weatherstripping, ornamental aluminum screen door designs, reversible sliding door hardware, and folding door hardware. Witten Metal Products Co., Dept. SBS, 310 East Long Street, Gastonia, N. C.

198 Plywood Sales Aids — Willamette Valley Lumber Co. offers folders describing dependability and other features of Teco-tested plywood. One folder shows all Teco grade stamps, giving uses. Additional folders feature other Willamette products. Willamette Valley Lumber Co., Dept. SBS, Dallas, Ore.

199 Hardboard Finishing — Six-page A.I.A. booklet No. 23-L gives general finishing tips and detailed finishing suggestions for Evanite hardboards, with flat wall paints, enamels, colored stains, clear or natural finishes, and exterior painting. Hardboard Division, Evans Products Co., Dept. SBS, Corvallis, Ore.

200 Door Lites and Louvers — A 20 page illustrated catalog featuring Visador prefabricated door louvers and lites will be mailed free in reply to inquiries. Catalog contains numerous designs, as well as architectural specifications and molding details. Visador Co., Dept. SBS, 940 Visador Rd., Jasper, Tex.

201 Poly-Clad Plywall — Descriptive folders are available on Poly-Clad Plywall, with information on installation, care, and maintenance. Literature includes illustrations, specifications, sizes, and dimensions. Plywall Products Company, Inc., Dept. SBS, P. O. Box 625, Fort Wayne, Indiana.

202 Aluminum Windows — Details on Ware residential aluminum windows are available in an illustrated booklet, containing qualities, sizes, specifications, and full size details on installation. Ware Laboratories, Inc., Dept. SBS, 3700 N.W. 25th St., Miami, Fla.

203 Block Anchor Bolts — Catalog sheet describes Stepco concrete anchor bolts, with photographs showing application. Steel Products Mfg. Co., Dept. SBS, P. O. Box 25, Toccoa, Ga.

204 Moisture Register — Technical data is offered on electronic instruments. Model 5 can be used on hard and soft woods, from peeled logs to finished product. Moisture Register

Co., Dept. SBS, P. O. Box 910, Alhambra, Calif.

205 Sash Hardware — Illustrated catalog available to dealers includes basic material on sash hardware. Grand Rapids Hardware Co., Dept. SBS, 560 11th St., N. W., Grand Rapids 2, Mich.

207 Aluminum Louvers — Details contain specifications on complete line of aluminum and galvanized LoManCo louvers. Louver Mfg. Co., Dept. SBS, 3603-SB, Wooddale Ave., Minneapolis, Minn.

208 Hardware Brochure — Fourteen page brochure features eye-catching exterior and interior hardware installations to help home-owner-builder select proper decorative and functional pieces. Full-color illustrations simplify selection of correct hardware for various architecture. Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.

209 Roof Truss Hardware — Advantages available in United Truss hardware are outlined in a booklet, furnished on request, detailing all popular-size trusses. United Trussed Roof Co., Dept. SBS, 7000 Coral Way, Miami 55, Fla.

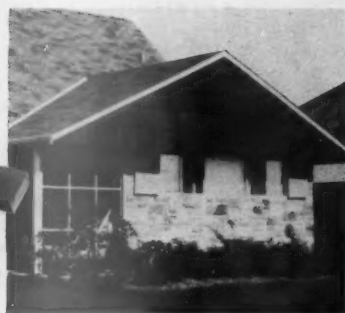
210 Iron Column Railing — Brochure shows application of iron column railing as decorative device for porches, as well as interior house design. Complete folder features illustrations of column designs, specifications, installation procedures, and mail-order prices. R. G. Coffman Co., Inc., Dept. SBS, Orlando, Fla.

211 Sliding Door Hanger — Catalog sheet describes firm's revolutionary Micro-Cam hanger for sliding doors, said to be first and only low cost sliding door hanger to provide easy adjustment for plumbing or leveling sliding doors. John Sterling Corp., Dept. SBS, Richmond, Ill.

212 Home Insulation — Eight-page booklet tells what to look for in insulation, giving coverage, properties, and installation suggestions on three types of Zonolite: Masonry Fill, Insulating Fill, and Glass Fiber. Zonolite Co., Dept. SBS, 135 S. LaSalle, Chicago 3, Ill.

213 Fiber Pipe — Three booklets are offered, one each on bituminized fiber pipe, fiber duct, and fiber forms. Sizes, weights, plus pictures and blueprints for installations, give complete information on products applicable to farm, industrial, or residential usage. Sonoco Products Co., Dept. SBS, Hartsville, S. C.

214 Polyethylene Film — Brochure features barrier film of virgin polyethylene — said to be tough, lightweight, durable, resistant to tearing, permanently flexible, and resistant to chemical attack. Reportedly it can be used for dust partition over subflooring, heat loss barrier, waterproof wrapping, drop cloths, protective canopies, closing-in breezeways, and winterizing porches. Also contains specifications and application information. Gering Plastics Div., Studebaker-Packard Corp., Dept. SBS, Kenilworth, N. J.



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STRICTLY WHOLESALE

LYNCHBURG, VA.: J. B. & C. A. Hutter Corp. has been appointed distributor in the Greater Lynchburg Area for Versa Products Co., manufacturer of adjustable do-it-yourself wrought iron railing.

RICHMOND, VA.: Lee Builders Supply Corp. here has been named distributor for Versa Products Co. of Lodi, Ohio.

ATLANTA, GA.: Patton Forest Products Co., owned and operated by Paul Patton, ceased operations on January 1. President of Central Woodwork, Inc., here, Patton is devoting full-time activity to the latter operation.

BIRMINGHAM, ALA.: Stephens Wholesale Building Supply Co. has opened completed warehouse, office, and parking facilities. Company deals principally in wholesale distribution of building materials to companies and individuals in the building trades.

NASHVILLE, TENN.: Tennessee Metal Moulding, Inc., is newly-appointed wholesale distributor for Azrock Floor Products, Uvalde Rock

Asphalt Co. Tennessee Moulding will serve flooring dealers in this area with complete line of Azrock resilient floor tiles.

DALLAS, TEX.: Bond Equipment Co., Inc. will handle FWD Corp.'s four- and six-wheel-drive ready-mix trucks, tractors, and dump trucks throughout Dallas County.

JASPER, FLA.: Fiddes-Moore & Co., wholly-owned subsidiary of Evans Products Co., Plymouth, Mich., has opened building materials supply warehouse here. New warehouse will distribute items pertaining to mobile home industry in Florida, Georgia, Alabama, South Carolina, and southern parts of North Carolina and Tennessee. William Hariss, formerly assistant manager of Fiddes-Moore's distribution facility at Fort Worth, Tex., is manager of Jasper distribution operations.

LAFAYETTE, LA.: New distributor for Filon Plastics Corp., manufacturer of fiberglass reinforced panels, is **Georgia-Pacific Corp.** Also appointed was **McNeil Co.** of Kingsport, Tenn.

HOPKINSVILLE, KY.: Fire destroyed a large metal warehouse filled with hardwood flooring at the R. C. Owen Lumber Co. Officials of wholesale lumber - manufacturing firm estimated loss at \$200,000.

Cause of blaze was undetermined.

RICHMOND, VA.: Southern Tile Distributors of Virginia is new distributor for Mastic Tile Div., Rubberoid Co. Firm will handle Matico asphalt and vinyl-asbestos floor tile, plastic wall tile, Mastic solid vinyl tile, and Sofstep rubber tile in this area.

TOPEKA, KAN.: Eighteen distributor-applicators of Arvinyl wall materials recently have been named by Arvin Industries, Inc., of Columbus, Ind., manufacturer of vinyl-metal laminate for interior building use. Among those were Ray Anderson Co. here; Barry Brokaw Co., Kansas, City, Kan.; Contractors Supply, Wichita, Kan.; Pochel-Chowning Co., Louisville, Ky.; and Tennessee Acoustics, Inc., Memphis, Tenn. Arvinyl wall paneling is vinyl-metal laminate, said to combine strength of metal and decorative effects of vinyl plastic for custom appearance.

MONTGOMERY, ALA.: Southern Sash of Montgomery has been named distributor of Ply-Gems prefinished genuine hardwood panels by Industrial Plywood Co., Inc.

BIRMINGHAM, ALA.: Hugh Kaul, president of Kaul Lumber Co., was appointed to Southeastern Interstate Forest Fire Protection Compact recently by Governor John Patterson.

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125 Ranch type plans.....50c
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- ☐ **DELUXE SMALL HOMES**—Our largest
selection of moderns.....50c
- ☐ **HOMES IN BRICK**—114 plans of
medium and large homes.....\$1.00
- ☐ **ALL AMERICAN HOMES**—120 plans in
varied types of construction.....50c
- ☐ **CAPE COD AND COLONIAL HOMES**—
Cape Cod, Southern, Colonial.....50c
- ☐ **SUNSHINE HOMES**—58 appealing
plans. Many without basements.....50c
- ☐ **PLANS FOR NEW HOMES**—84 very
desirable plans; 2 to 4 bedrooms 50c
- ☐ **MASONRY HOMES**—Over 60 designs
for concrete block, brick & stone. 50c
- ☐ **NEW AMERICAN HOMES**—110 of our
large homes; popularity tested. \$1.00
- ☐ **BLUE RIBBON HOMES**—116 of our
most popular plans.....50c

- ☐ **AMERICA'S BEST**—Over 120 plans
Outstanding; 2 and 3 bedrooms. 50c
- ☐ **SPLIT LEVEL HOMES**—Shows 41 split
levels and 18 contemporary.....50c
- ☐ **HOMES FOR NARROW LOTS**—Over 60
plans. 2 & 3 bedrooms.....50c
- ☐ **INCOME & RETIREMENT HOMES**—125
homes, multiple units.....50c
- ☐ **LAKE SHORE & MOUNTAIN COTTAGES**—
58 year-round, summer designs 50c
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Members: Western Pine Assn.,
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ATLANTA, GA.: Dick Morgan has been designated Southern sales agent for its **Core-Bore Drilling Systems** by **Diamond Products, Inc.**, Elyria, Ohio. Morgan's territory is comprised of Virginia, North and South Carolina, Tennessee, Georgia, Florida, Mississippi, and Alabama.

JACKSON, MISS.: **W. J. Breed Sales Co.** has been appointed sales representative in Alabama, Mississippi, Louisiana, and Arkansas, for **Master Metal Strip Service**, Chicago manufacturer of metal sash balances and weatherstripping.

LITTLE ROCK, ARK.: **Arkansas Brick and Supply Co.**, partnership of Loyd W. Faust and Charles R. Hankins, has opened for business at 1300 Cantrell Rd. New firm is Arkansas distributor for **Natco Corp.**, manufacturer of brick and glazed structural tile. It will also handle full line of products offered by five other brick manufacturers.

CHARTERS OF INCORPORATION: **Wake Distributors, Inc.**, Raleigh, building supplies, authorized capital \$100,000, to begin business with \$300, by John R. Mackey, Mary Lee S. Mackey, and Kenneth R. Jones; and **Jeanerette Sash Door and Plywood Distributors, Inc.**, building materials, listing capital stock of \$250,000.

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Consistent quality
and fast delivery
from a centrally
located bleacher.

FULTON CHEMICAL COMPANY
SUMTER, S. C.

CHARTER OF INCORPORATION: **Carolina Wholesale Building Materials Co.**, Charlotte, N. C., authorized capital \$100,000, to begin business with \$1,000, by Alvin A. London, W. L. Sherman, and O. W. Clayton.

CHARTER OF INCORPORATION: **Harris Wholesale Builders Supply, Inc.**, Mount Airy, N. C., building materials, authorized capital 2,000 shares without par value, to begin business with \$400, by C. R. Harris, J. T. Harris, and T. G. Sprinkle.

Teco Grade Stamp Gets Extensive Acceptance During Initial Year

The Teco grade stamp on plywood produced by a group of Oregon and California companies should soon become more familiar to home builders, lumber dealers and distributors.

This was a decision at a recent one-day meeting in Portland, Ore., attended by mill representatives and William H. Scheick, vice-president and director of research and development of **Timber Engineering Co.**, Washington, D. C.

Scheick told plywood producers that, in less than one year, the Teco grade stamp on their plywood had found wide acceptance by major building codes all over the United States and by Federal housing lending agencies. And it was rapidly becoming familiar to home builders, lumber dealers, and plywood distributors.

"We want, of course," he explained, "to have everyone know the Teco grade stamp as well as any others. We also want to extend our program to other mills. We are continually working to improve our quality control."

Plywood production carrying the Teco grade stamp amounts to approximately 60-million board feet monthly, figured on a % inch basis, Scheick revealed.

Companies which subject their plywood to high quality controls specified by Teco, and distribute with Teco stamp, include: **Willamette Valley Lumber Co.**, Dallas, Ore.; **Willamette National Lumber Co.**, Foster, Ore.; **Western Veneer & Plywood Co.**, Lebanon, Ore.; **Santiam Lumber Co.**, Sweet Home, Ore.; **Dwyer Lumber & Plywood Co.**, Portland, Ore.; **Custom Plywood Co.**, Grants Pass, Ore.; and **Fortuna Veneer Corp.**, Fortuna, Calif.

Men who buy
lumber need
to know
which end
is up

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THIS IS THE END
THAT MORE AND MORE
LUMBER DEALERS
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WRITE OR CALL FOR
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ALLISON BRAND LUMBER

THE *Allison*

LUMBER COMPANY, Inc.
BELLAMY, ALABAMA
END BRANDED TO TELL YOU
IT'S MADE BY ALLISON

NAWLA Elects Mulrooney Executive Vice-President

John J. Mulrooney has been elected executive vice-president of the National-American Wholesale Lumber Assn. He joined the staff and assumed the post of assistant executive vice-president on November 2, working for two months with Sid Darling, former NAWLA head. Darling returned to his retired status December 31 and continues thereafter as consultant.

Mulrooney has been a director and member of the executive committee for a number of years and treasurer of the Association since 1958. He is a past-president of the Lumber Salesmen's Assn. of New York and a past director and wholesale vice-president of the New York Lumber Trade Assn.

Kill or Cure a Fork Truck

(Continued from page 45)

will throw the distributor off timing and affect the performance of the whole engine.

The cure: For smooth and reliable performance it is of utmost importance that proper point gap be maintained. (For measurement, a wire feeler gauge is more accurate than a flat gauge.)

11. Since moisture in the ignition coil will make the coil inoperative, always steam clean the coil, or better yet, dunk it up and

down a few times in water. This will cause rust and corrosion and considerably shorten the life of the coil.

The cure: Never get an ignition coil wet. Use an air blast to clean out dust.

12. Upright damage can be accomplished nicely by neglecting to adjust tilt cylinders so that they give an equal degree of forward and backward tilt. If tilt is not equal, one cylinder will reach its travel limit ahead of the other cylinder, causing the upright to bind. Consistent wear of this type will permanently warp the upright.

The cure: Periodic inspection will indicate whether tilt cylinders are functioning equally. Deviations should be corrected immediately.

13. Through the simple expedient of keeping the fan belt too tight, there's a fine possibility of (a) breaking the fan belt, and (b) exerting enough side thrust on the water pump and generator bearings to cause premature wear.

The cure: Adjusted correctly, the fan belt should have about one inch of free play.

Asbestos-Cement Uses

(Continued from page 43)

addition of Betocel, a lightweight cellular concrete, supplied by Reflectal Corp. of Chicago, was poured between the two sheets after the application of a vapor barrier.

Sheets were then cleaned and polished with medium grade emery cloth. Resulting finish was a soft gray appearance, resembling a polished stone face.

Roof panels were designed so as to butt against one another, with joints covered with narrow corrugated batten, sealed with roof cement. This, of course, provided a waterproof joint.

Because of its natural beauty, asbestos-cement roof and its completely precast method of construction requires no further work. It can be erected rapidly and economically without sacrificing appearance. Impervious to weather, fire, termites, etc., it requires no maintenance.

A new type of experimental

asbestos-cement sandwich panel, developed by the Flintkote Company, was used for the car shelter of the asbestos-cement model home. The panels have a total thickness of 1 1/2" and are made of two 3/16" asbestos-cement flat sheets, laminated to a foam plastic core center 1 1/4" thick. They are 7' 8" high and 16" wide.

These panels were erected in a unique staggered fashion, overlapped at long edges with one panel positioned toward interior of shelter, the next positioned toward exterior. This was done to provide aesthetic interest to the application and help stiffen wall assembly.

Since the panels' main function was to enclose car shelter area, system is non-load bearing.

Turn Scanners Into Buyers

(Continued from page 41)

Which . . . Which is best?

Amazing . . . Amazing new way to save money.

Wanted — 100 do-it-yourself remodelers.

In your curiosity headlines, you want to hold back something; do not tell the complete story in your headline. Try to create mystery or set up a puzzle that will require more reading for the answer. But, be sure that the curiosity headline has some relationship to the benefit stressed in your ad.

These headline formulas will make it easier to create ads that will stop scanners and get them to read your complete advertising message. When this happens your chance of selling more building supplies is increased. You turn scanners into buyers.

'Old Dog' Has New Tricks

(Continued from page 35)

is now showing its great potentials.

"We saw our sales opportunities going in other directions — away from us," said Vice-President J. B. Fraser Jr. We knew we had to keep up and ahead or be left behind.

Broadens Consumer Market

"We had been dealing successfully for years with contractors almost exclusively, but we then turned much of our attention to the individual home-owner, the housewife, and even the do-it-yourself crowd."

The problem certainly was not isolated, according to Fraser. It



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THE MODERN BUILDING SUPPLY CO. IS SELLING COMPONENT PARTS NOT PIECES.

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United Trussed Roof Co.
7000 CORAL WAY, MIAMI 33, FLA.

was a trend taking place throughout the country, and just a little late getting into the South.

Since the transition is still under way, Fraser believes his company's experience may be helpful to others still facing it.

First, the Frasers concluded, no half-way measures would suffice. An entire new location was necessary and it had to be in advance of, not just with, the growing direction of the town. The new location had to be convenient and attractive, not a railroad yard or warehouse district.

At the same time, the change-over had to be gradual, more of an addition than a substitution. Old and loyal friends still had to be served while new ones were added. Action was taken slowly with better service to all from expanding facilities.

Time has proven the wisdom of this move, too. Fraser explained that contractors are still the majority buyers, but home owners (whose numbers grow daily), women, and do-it-yourselfers are coming along rapidly. Increasing recognition and attention are being given to them.

For example, the small buyer suffers no price discrimination.

There is one retail price for all — contractors or others — the very lowest price possible, with a discount for cash. If a small buyer needs credit, he can get it as easily as the contractor. Through arrangements with a local bank, Fraser Supply can finance purchases up to \$3,000 for 36 months. In addition, the company's five trucks make daily deliveries within a radius of 30 miles.

Items for Individual Buyer

Stock items have been added, especially for the individual buyer, toward a one-stop-store goal with everything needed to build and maintain a home.

The staple kiln dried lumber and building materials of the old company have been supplemented with hardware, paints, millwork, electrical fixtures and supplies, plumbing fixtures and supplies, and RCA Whirlpool line of appliances. A tool rental section also caters to the individual.

Among brands in the current inventory are Glidden, True Temper, Black and Decker, American Chain, Celotex, and Ruberoid.

The company's physical layout is U-shaped with 10,000 square feet of warehousing and storage

sheds built around a loading yard. The retail store fronts the highway at one open end of the "U," with a direct entrance to the warehouse having manufactured stock behind it.

A manufacturing section, included in the opposite buildings, turns out more and more items for the individual trade. One item, a picnic table selling for \$10.95, has been so successful that the company has been pushed to supply demand. It plans to develop more similar home items that can be produced in its own shops.

Partial Self-Service

The retail store is operated on a partial self-service basis with clerks always handy to serve customers uncertain of what they are seeking.

A dozen islands, made in the company's workshop and arranged neatly in the well-lighted store, hold small items. Around the walls are completely-stocked sections, featuring paint, nails, garden tools, saws and hammers, locksets, electrical fixtures, and plumbing supplies.

In addition to its superb location as a self-advertisement, the

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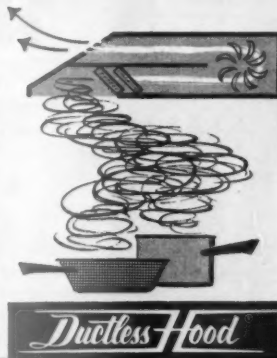
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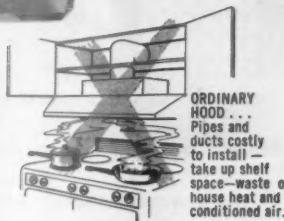


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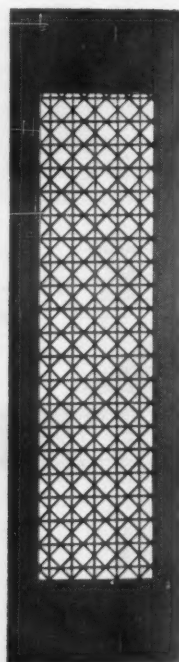
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Retail Priced
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For descriptive literature and
price information write . .

The SAM A. WING COMPANY, Inc.
8035 WILLIS P. O. BOX 4745 DALLAS, TEXAS

Fraser name is kept constantly before the public via a daily morning radio news and weather program. It also advertises periodically, mostly seasonal items, in a local weekly newspaper. J. B. Jr. also makes it a point to assume and carry as many community responsibilities as possible. He is a member of the town council, the local branch of the Agricultural Stabilization Administration, and is active in Boy Scout and church programs.

As for plans for the immediate future, Fraser is now in process of enlarging the company's inventory of items which predominantly appeal to women.

"Our front lawn and flowers have won over the ladies," he said. "We intend to increase that advantage. Next summer, we'll have an attractive display of outdoor furniture on the lawn, and maybe enlarge our garden section. Flowers, we think, are a part of every home, as well as lumber."

Those plans will just about complete the company's change-over from the old to the new — for a while, anyway.

Plywood Research Home

(Continued from page 40)

been thoroughly tested at the DFPA applied research laboratory. A decorative siding effect is achieved by battens on 12-inch centers.

Andersen Strut-Wall windows were used as the Lu-Re-Co window panels.

Roof. The house has a 3/12 pitched roof. Two-by-four king post trusses with plywood gusset plates provide roof support over the bedroom wing. The roof decking is 3/4" PlyScord plywood sheathing with Plyclips.

Specially-designed, exposed cathedral type box beams on 8" centers are the roof supports for the living wing. For ease in handling, these beams are fabricated in longitudinal halves, and are joined at the job site by splicing them together with plywood cover plates nailed to the top and bottom flanges.

A unique feature of these box beams is the walnut-printed overlaid fir plywood which is used for the webs. This provides a pre-finished beam which can be fabricated in the shop and put into place without additional finishing. The 5/16" walnut-printed fir plywood is pressure-glued to 2 x 4 top and bottom flanges. The spe-

cial printing process was developed by the Reliance Varnish Co. of Louisville, Ky.

The "walnutized" cathedral beams support a stressed skin panel roof deck. The panels have 3/4" plywood top skins and 5/16" medium density plywood bottom skins, pressure glued to 2 x 4 framing. Each panel contains a three-inch layer of reflective covered glass fiber insulation.

The bottom skin of the panels is the exposed ceiling of the living wing. Similar stressed skin panels form the roof of the kitchen-utility area, but span 13'6" plus a 4' overhang.

Garage. The construction of the two-car garage is still another example of a component system. Pre-assembled rigid frame bents, made up with 2 x 8 framing and 3/4" plywood gusset plates, are spaced two feet on center. They are covered with a 3/4" PlyScord roof deck, with Plyclips. These bents are fabricated in halves and joined at the site with a nailed crown gusset.

Miscellaneous Components. The research-demonstration house also features some new ideas for garage lintels and gable ends.

The lintel is made up with one 1/2" medium density plywood skin nailed to 2 x 4 framing. It spans a 16 foot garage door opening. This nailed component can be fabricated by Lu-Re-Co dealers.

The gable ends also have a single plywood skin on 2 x 4 flanges, but are of glued construction since they carry a heavier load.

Cooperating Agencies

Douglas Fir Plywood Assn. is

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We would like to have exclusive distributorship of Building and Maintenance Supply Items in the Maryland area. We have our own sales force, and are now handling items of this type. **LASTING BUILDING SUPPLY & EQUIPMENT CO.,** 200 S. Franklinton Rd., Baltimore 23, Md.

WANTED—MANUFACTURERS' REPRESENTATIVES

for North and South Carolina, Tenn., Miss., La., Ark., to handle quality line of aluminum rolled screen frame and components. Also interested in representative for export markets. Write Box 110, **SOUTHERN BUILDING SUPPLIES,** 806 Peachtree St., N.E., Atlanta 8, Georgia.

the non-profit trade association which represents 129 western fir plywood mills. The association carries out quality control, promotion, and research of fir plywood. Lumber Dealers Research Council has a membership of 1,600 lumber dealers who built 20,000 homes last year. This group pioneered the Lu-Re-Co componentized modular construction system. Plywood Fabricator Service is a subsidiary of the DFPA. It provides quality control, testing, inspection, and engineering assistance for fabricators of plywood components. The six-months-old organization already has 16 fabricator members.

The box beams, stressed skin panels, rigid frame bents, and gable ends were fabricated by Walco Service, Inc. of Chesterton, Indiana. Walco is a member of Plywood Fabricators Service, and these components were fabricated under the rigid PFS quality control program. The wall panels, trusses, floor panels, and garage lintel were fabricated by Thompson Lumber Co. of Champaign, a Lu-Re-Co member.

DFPA and Lu-Re-Co do not necessarily plan that the research-demonstration house will be reproduced as built. The component systems, however, are readily available and are flexible enough to be used in almost any light frame design including homes, schools, and farm buildings.

The Small Homes Council will conduct time and cost studies so this type of component construction can be closely compared to conventional building methods.

For more information on the research - demonstration house, write Merchandising Dept., Douglas Fir Plywood Assn., Tacoma 2, Washington.

Gas Pumps Prime Sales

(Continued from page 36)

working on a stationary engine." There was a tractor on the service floor, awaiting the mechanics' return.

"Naturally most of our business comes from farmers and ranchers," Matheny pointed out. "If we can induce a man to bring his car in here for a tune-up, we may be able to sell him some lumber for a feed shed or a spare room while he waits; or if he stops to buy a tank of gasoline, he may come in and pick up a can of paint or a bag of nails. We find the automotive end of the business helps a

great deal to bring more customers in, and to keep them from going to another town for car service and building materials."

\$50,000 Remodel Market

(Continued from page 34)

the community is small, Williams knows nearly everyone, talking to men and women inside and outside the store. He keeps his ears attuned for tips on prospective home improvement jobs.

When he hears that a homeowner is considering constructing a garage, an extra room, screened-in porch, or modernizing a kitchen, he contacts the prospect by telephone. If the conversation indicates that the tip is bona fide, he makes an appointment with the prospect, surveys the proposed job, and makes an estimate. In most cases, he is able to close the sale during this first visit. If not, and he is convinced that the prospect eventually will make certain home improvements, he periodically contacts him until the sale is made or the prospect has bought elsewhere.

Tips frequently come from customers who have installed improvements or built an additional room. They hear neighbors comment on the job, remarking that they plan to have similar jobs.

For example, recently a man who converted his car-port into a closed-in garage came to the store to buy a hammer and some nails. Williams asked if the garage was standing-up as expected. "Sure is," he commented enthusiastically. "And that reminds me, Joe King, who lives across the street from me, said the other day, after looking at my garage, that he was going to have a room added to his house. Might be a good idea to give him a ring..."

The company sub - contracts most home improvement jobs, but it handles all details, including hiring the contractor. It guarantees all work as well as materials.

Although most home improvement contracts go through Title I, H. W. Eschenburg, company owner, finances some contracts personally — particularly in the case of someone considered to be a good credit risk, but, for some technicality, cannot qualify for a Title I loan.

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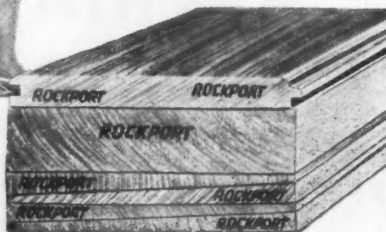
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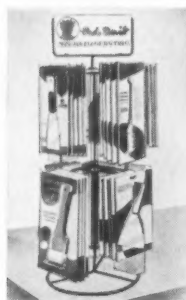
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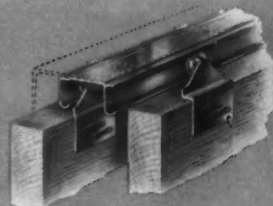


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